THE LIBRARY OF CONGRESS

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 5, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1951

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CATALOG OF COPYRIGHT ENTRIES

Third Series

CATALOG OF COPYRIGHT ENTRIES

THIRD SERIES

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	R	Renewal registrations.	
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	IP	Published drawings or plastic works of a scientific or technical character.	
	IU	Unpublished drawings or plastic works of a scientific or technical character.	
	JP	Published photographs.	
	JU	Unpublished photographs.	
	K	Prints and pictorial illustrations published in the United States.	
	KF	Prints and pictorial illustrations published abroad.	
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	KK	Commercial prints and labels.	
Parts 12 & 13		MOTION PICTURES	.50
	LP	Published motion picture photoplays.	
	LU	Unpublished motion picture photoplays.	
	MP	Published motion pictures other than photoplays.	
	MU	Unpublished motion pictures other than photoplays.	

NOTE: The symbols listed represent the materials, including renewals, principally contained in each part; for other materials which may be included in a particular part and for a more complete statement of contents, the respective prefaces should be consulted. A zero immediately following the symbol, i. e., AFO, EFO, indicates that two copies of a foreign publication have been deposited with a catalog card and application for registration, under the provision of section 215, Title 17 of the United States Code.

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WASHINGTON 25, D. C.

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81 625

TABLE OF CONTENTS

Page
Commercial Prints and Labels 1
Renewals 103

PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from January 1, 1951, through June 30, 1951. Renewal registrations in this class made in this period are listed in the second section of this catalog.

Arrangement.—The first section of this catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from joint claimants and from variant forms of names.

The second section consists of an alphabetical list of prints and labels for which renewal copyrights were registered during the period covered by this catalog. Brief entries in the form of cross-references are included for joint claimants and for titles.

Bibliographic Data.—Each main entry for current works includes: 1) title; 2) source data; i. e., name and issue date of periodical or newspaper in which the advertisement appeared, when such information was obtainable from the deposit or application; 3) statement of the nature of the article to which the print or label relates; 4) brief physical description of the item. Labels are designated by the term "label" and prints are described by the use of the terms, "sheet," "card," etc. For renewals the entry includes, in addition to the heading which is the renewal claimant: 1) title and 2) a statement of the nature of the article to which the print or label relates.

Copyright Data.—The name of the copyright claimant is in every case the heading under which the main entry is made; the copyright symbol © is added to the heading to indicate this fact, except where the name of the claimant is repeated in the copyright statement to record essential information which cannot be given in the heading. The portion of the entry giving the rest of the facts of copyright registration begins with the copyright symbol © and consists of 1) the date of publication as given in the copyright application, followed by an "in notice" statement if the copyright notice differs from the year date in the application; and 2) the copyright registration number.

For renewals, the statement gives: 1) the original copyright date; 2) the original registration number; 3) the renewal registration number; 4) the date of the receipt of the renewal application; 5) the name of the renewal claimant; and 6) an abbreviation in parentheses representing the applicant's statement of the basis of his renewal claim.

In the case of each entry the name of the copyright claimant is that given at the time of registration. Any information relating to subsequent changes of ownership recorded in the Copyright Office can be ascertained upon request and upon payment of the statutory search fee to the Register of Copyrights.

Deposit of Copies.—In the case of every copyright entry listed in this part of the *Catalog*, except in the case of renewal copyrights, the deposit of copies (or copy) as required by sections 13 or 215 of Title 17 of the United States Code has been made.

Authority.—The *Catalog of Copyright Entries* is published by authority of sections 210 and 211 of Title 17 of the United States Code. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

Organization of the Catalog.—This issue of the *Catalog* is part of Volume 5 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in section 5 of Title 17 of the United States Code. Letters are added to the part numbers to indicate subdivisions.

The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the "Table of Organization" which faces the title page in this issue. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two copies have been deposited, under section 215 of Title 17 of the United States Code, are distinguished by a zero immediately following the symbol. The symbol R does not represent a class designated by the Copyright Act, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under symbols other than those listed for the particular part if the subject matter or type of material of these registrations is similar to that generally included.

Orders.—Orders for all parts of the *Catalog* should be sent directly to the *Register of Copyrights, Library of Congress, Washington 25, D. C.* Orders may be placed as follows: (1) as a subscription for a single year or to continue until further notice, or (2) as an order for individual issues. All orders should state clearly the title of the *Catalog* part and the inclusive dates of the issues wanted. For the convenience of subscribers, payment may be made with the order or upon receipt of an invoice from the Copyright Office. *Checks or money orders should be made payable to the Register of Copyrights.*

The price of each individual number of the *Catalog* is given in the Table of Organization. The annual subscription rate for each part is twice the price of a single number, since all parts are issued semiannually. The complete *Catalog of Copyright Entries* may be secured on a subscription basis for $20 a year.

Inquiries.—The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Please address communications of this nature to the *Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.*

ABBREVIATIONS

The following list includes abbreviations and symbols used in this catalog with specific copyright and bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
©	—copyright symbol
ca.	—circa
col.	—colored
d.b.a.	—doing business as
l.	—leaf, leaves
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised, revised by, revision
t.a.	—trading as
v., vol.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1951

Commercial prints and labels	6,154
Renewals	51

The above figures show the registrations for commercial prints and labels for January–June 1951, but does not necessarily represent the exact number of entries in this issue of the *Catalog*. Registration figures for other classes of material may be found in the respective catalogs.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints (i.e., advertisements) and labels used for articles of merchandise, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from joint claimants and from variant forms of names are interfiled with the main entries

A

AABALTON'S PHOTOFIT ALBUM COMPANY ©.

Musical wedding & baby albums. Sheet. © 2Jan51; KK61463.

Wedding & baby albums. Sheet. © 2Jan51; KK61462.

ABBOTT LABORATORIES ©.

Aerohalor cartridges. (Pharmaceuticals) 23 p. © 19Mar51; KK60969.

Approved by taste experts, a new better-tasting Nembutal Elixir. (Pharmaceuticals) Folder. © 11Jan51; KK59520.

Are you the one? Last year, every other adult American failed to make or keep a dental appointment. (Pharmaceuticals) Folder. (16-270-151) © 2Jan51; KK59510.

Ask for your free copy. Calorie saving recipes for foods sweetened without sugar. Sucaryl sodium. (Pharmaceuticals) Poster. © 2Jan51; KK59521.

Cadera y muslo; Abbocilina S/A. (Pharmaceuticals) Folder. © 11Mar51; KK59793.

Distribuição dos nervos raquídios. Abbott. (Pharmaceuticals) Folder. © 24Feb51; KK59580.

Distribution of the spinal nerves. Bevitin Fortified. (Pharmaceutical) Folder. © 14Apr51; KK61455.

18 ways to cash in on Sucaryl sodium. (Pharmaceuticals) Folder. © 2Jan51; KK59522.

En infecciones del arbol respiratorio. (Pharmaceuticals) Folder. © 5Apr51; KK61669.

Esqueleto. (Pharmaceuticals) Folder. © 10Jan51; KK57835.

Fetus at term. (Pharmaceuticals) Folder. © 3May51; KK61619.

For all those patients who ... Dayamin. (Pharmaceuticals) Pamphlet. © 27Dec50; KK61560.

For infections of the respiratory tract. Aerohalor. (Pharmaceutical) Folder. © 23Feb51; KK60304.

For infections of the respiratory tract. Aerohalor. (Pharmaceuticals) Folder. © 24Feb51; KK59581.

48 hour repository penicillin therapy now possible with a single 1-cc. dose. Abbocillin-DC. Folder. © 6Feb51; KK59524.

The general needs reinforcements for rebuilding depleted hemoglobin. Complete antianemic therapy in just 3 tablets a day. Iberol. (Pharmaceuticals) Folder. © 18Jan51; KK59523.

Good in its day, but for service and speed modern cars meet our need. (Pharmaceuticals) Folder. (11-350-151) © 2Jan51; KK59515.

Grandfather liked it, but now you time your day in this more modern way. [Watches] (Pharmaceuticals) Folder. (10-350-151) © 2Jan51; KK59516.

He couldn't, she wouldn't ... There are no dental offices in igloos. (Pharmaceuticals) Folder. (8-350-151) © 2Jan51; KK59498.

If your child is going on 5, some facts you really ought to know about baby teeth. (Pharmaceuticals) Folder. (18-270-151) © 2Jan51; KK59508.

Iskelet. (Pharmaceuticals) Folder. © 8Jan51; KK57833.

It once served well, but for modern display this mark, Prescription Specialists, points the way. (Pharmaceuticals) Folder. (12-350-151) © 2Jan51; KK59514.

Let's talk about baby teeth. (Pharmaceuticals) Folder. (9-350-151) © 2Jan51; KK59497.

Ligamentos da articulação do joelho. (Pharmaceuticals) Folder. © 18Apr51; KK61670.

Ligamentos de la articulación de la rodilla. (Pharmaceuticals) Folder. © 10Jan51; KK57831.

Love-sick Hector is a food-neglector. Dayamin. (Pharmaceutical) Folder. © 8Mar51; KK60305.

Medical milestones. (Pharmaceuticals) Folder.
- Edward Jenner, 1796. © 2Apr51; KK62753.
- John Dalton, 1804. [Atom theory] (M.D. 1-87-151) © 2Jan51; KK59494.
- Leeuwenhoek, 1675. [Discoverer of microbes] (M.D. 3-87-151) © 1Mar51; KK59496.
- Rene Laennec, 1816. © 1May51; KK62748.
- Santorio, 1614. [Clinical thermometer] (M.D. 2-87-151) © 1Feb51; KK59495.
- Stephen Hales, 1733. © 1Jun51; KK62749.

Il metodo piu' facile per la somministrazione della vitamina. Cecon. (Pharmaceuticals) Folder. © 16Dec50; KK57287.

Mide. (Pharmaceuticals) Folder. © 8Jan51; KK57832.

More of the same. Here are the sound reasons why we aren't permitted to refill certain prescriptions. (Pharmaceuticals) Folder. (15-350-151) © 2Jan51; KK59511.

Nervous system. Bejectal. (Pharmaceuticals) Folder. © 6Jun51; KK62699.

New food adventures ahead for diabetics, reducers and other low-calorie dieters; Sucaryl sodium. (Pharmaceuticals) Folder. (A48/R1-200-0151) © 2Jan51; KK59507.

Nothing competes with the lure of sweets. Duozine Dulcet tablets. [Circus] (Pharmaceuticals) Folder. © 15Feb51; KK60303.

Old book stalls yield treasures and pleasures, but for the health of your household turn to a modern prescription pharmacy. (Pharmaceuticals) Folder. (6-440-151) © 2Jan51; KK59500.

Old furniture is fascinating, but in prescription service you seek the newest and best. (Pharmaceuticals) Folder. (4-440-151) © 2Jan51; KK59502.

Old houses hold a special charm, but no turn-of-the-century technique in compounding your doctor's prescriptions. (Pharmaceuticals) Folder. (5-440-151) © 2Jan51; KK59501.

1/2 the people had excuses. Last year, 45 million Americans ... failed to ask for the date that can be made in a minute. [Dentistry] (Pharmaceuticals) Folder. (17-270-151) © 2Jan51; KK59509.

Per le infezioni delle vie respiratorie. L'Aerohalor. (Pharmaceuticals) Folder. © 17May51; KK62663.

Quando la convalescenza si prolunga troppo. (Pharmaceuticals) Folder. © 7Jun51; KK62809.

Remember? (Drugs) Folder.
- In hectic moments ... © 1Feb51; KK59518.
- The joy of that first bite ... © 1May51; KK62750.
- Someone has said ... © 1Jun51; KK62752.
- That first bicycle. © 1Mar51; KK59517.
- Those youthful misdemeanors ... © 2Apr51; KK62751.
- Your first long pants. © 2Jan51; KK59519.

The respiratory system. (Pharmaceuticals) Folder. © 8Jan51; KK57834.

Rins, bexiga e próstata. (Pharmaceuticals) Folder. © 9Apr51; KK60705.

Sistema nervoso. Bejectal. (Pharmaceutical) Folder. © 8Feb51; KK58856.

Sistema ventricular del cerebro. Nembutal. (Pharmaceuticals) Folder. © 14Feb51; KK59046.

Something new under the [sun] Nembutal. (Pharmaceutical) Sheet. © 27Dec50; KK61562.

Stomach (in an upright figure) showing the arterial supply and adjacent structures. (Pharmaceuticals) Folder. © 24Jan51; KK58224.

This prescription cannot be refilled, why? Here's why we are not permitted to refill certain prescriptions. (Pharmaceuticals) Folder. (3-440-151) © 2Jan51; KK59503.

ABBOTT LABORATORIES ©. Cont'd.

A timely tip for your hay-fever patients. Di-Paralene hydrochloride. (Pharmaceuticals) Device. © 27Dec50; KK61565.

2 days to a dentist; 2 minutes to telephone. [Native in canoe; man in business office] (Pharmaceuticals) Folder. (7-350-151) © 2Jan51; KK59499.

Venas del abdomen, la pelvis y la extremidad inferior. (Pharmaceuticals) Folder. © 5Apr51; KK61671.

What do you suggest? Really, folks, that R. Ph. doesn't stand for Recommender of Pharmaceuticals. (Pharmaceuticals) Folder. (2-440-151) © 2Jan51; KK59504.

What's good for a headache? If we really wanted a headache, we'd try to prescribe for yours. (Pharmaceuticals) Folder. (14-350-151) © 2Jan51; KK59512.

What's in it? Sorry, we'd like to oblige, but there are ethical and legal reasons why we can't answer your question. [Prescriptions] (Pharmaceuticals) Folder. (1-440-151) © 2Jan51; KK59505.

What's it for? Here's why we can't reveal the purpose for which prescribed medicines are intended. (Pharmaceuticals) Folder. (13-350-151) © 2Jan51; KK59513.

When patients stray from the dietary path, detour. Sur-bex. (Pharmaceuticals) Pamphlet. © 27Dec50; KK61564.

Whose valentine will she be? Duozine. (Pharmaceuticals) Folder. © 27Dec50; KK61561.

The wise old owl knows that they. Dulcet. (Pharmaceuticals) Pamphlet. © 27Dec50; KK61563.

A word with blood donors. Who may donate? (Pharmaceuticals) Folder. (A77/R1-100-0151) © 2Jan51; KK59506.

ABET WATERPROOFING, INC. ©.

Rainkote. (Waterproofing materials) Label. © 20Apr51; KK61852.

ABOOD PACKING COMPANY ©.

Sheff's Pacemaker. (Tomatoes) Label. © 27Nov50; KK57292.

Sheff's Redskins. (Tomatoes) Label. © 27Nov50; KK57290.

Sheff's Solid. (Tomatoes) Label. © 27Nov50; KK57291.

ACE PRODUCTS.

English M. G., kit no. 8 R. (Assembly kit for model car) Sheet. © Gordon A. Babb, d.b.a. Ace Products; 14Feb51; KK59157.

ACME AIR APPLIANCE COMPANY, INC. ©.

Acme auto parts for service and replacement. 12 p. (1003) © 15Feb51; KK60250.

ACME QUALITY PAINTS, INC. ©.

Enjoy a more colorful life with Acme modern colors. [From House and garden, Mar. 1951, p. 81] Sheet. © 20Feb51; KK60406.

ACME VISIBLE RECORDS, INC. ©.

Traveling at the right speed. [From Office appliance, Apr. 1947, p. 147] (Visible record card systems and files) Sheet. © 1Apr47; KK57780.

ACME-EVANS COMPANY, INC. ©.

The E-Z-Bake Easter bunny recommends Ham-in-Blanket. [From the Indianapolis news, Mar. 21, 1951, p. 25] (Flour) Sheet. © 21Mar51; KK60327.

ACQUA LINA MANUFACTURING COMPANY.

Acqua Lina washing liquid. Label. © Vincent Quartararo, d.b.a. Acqua Lina Manufacturing Co.; 14May51; KK62976.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

Having the overtime of my life. Addressograph. [From Time, Dec. 11, 1950, p. 111] (Office equipment) Sheet. © 7Dec50; KK58010.

I get rich through inefficiency. [From American business, Apr. 1951, p. 4] (Addressograph and multigraph office equipment) Sheet. © 10Apr51; KK61315.

I got my biggest haul on repeat business. Addressograph. [From Business week, Jan. 20, 1951, p. 57] (Office equipment) Sheet. © 20Jan51; KK58011.

Mechanical service instruction manual for all graphotype models. (Business machines) 55 p. (SA 914) © 4May51; KK62826.

Out goes the paperwork pirate. Multigraph. [From Time, Jan. 29, 1951, p. 103] (Office equipment) Sheet. © 25Jan51; KK60344.

Paper handcuffs can shackle your business. [From Time, Mar. 26, 1951, p. 88] (Addressograph and multigraph office equipment) Sheet. © 22Mar51; KK61316.

Smooth sailing in a sea of paperwork. [From Business week, Apr. 21, 1951, p. 61] (Addressograph and multigraph office equipment) Sheet. © 21Apr51; KK61314.

That's what made me walk the plank. [From Business week, Mar. 17, 1951, p. 125] (Addressograph and multigraph office equipment) Sheet. © 17Mar51; KK61317.

Write once. Multiply the record but not the work. Multigraph. [From American business, Dec. 1950, back cover] (Office equipment) Sheet. © 10Dec50; KK58009.

ADD-ZA-LOT PRODUCTS COMPANY ©.

Add-Za-White. The speed cleaner for white ties. Label. © 1Aug50; KK57888.

Bright-Za-Lot. Shines as it cleans. For stainless steel. Label. © 1Aug50; KK57889.

Clean-Za-Lot, the master cleaner. Use it to clean painted and enameled surface ... Label. © 1Aug50; KK57891.

Doz-Za-Lot, the wonder cleaner. For hands, pots and pans ... Label. © 1Aug50; KK57892.

Shine-Za-Lot. Polishes as it cleans. Use it for chrome, silver ... Label. © 1Aug50; KK57890.

ADLER MANUFACTURING COMPANY ©.

Adler facilities for government defense work. (Facilities for aluminum castings, spray painting, finishing, welding, assembly) 11 p. © 12Apr51; KK61009.

AEROQUIP CORPORATION ©.

Aeroquip industrial catalog. (Industrial products) Pamphlet. © 25Apr51; KK62780.

AFFILIATED GAS EQUIPMENT, INC. ©.

Annual report, 1950, Affiliated Gas Equipment, inc. 15 p. © 15Feb51; KK58843.

AHLBERG BEARING COMPANY ©.

Ball and roller bearing application manual for passenger cars, 1949 and 1950 models. Supplement to manual no. 6. 7 p. (330) © 28Dec50; KK58968.

Ball and roller bearing application manual for Studebaker trucks. Supplement to manual no. 6-A. 3 p. (330) © 28Dec50; KK58969.

AIR DEVICES, INC. ©.

A perfect combination; Agitair Diffuser-Lite fixtures. Folder. (DL-100-151) © 23Jan51; KK58885.

AIR KING PRODUCTS COMPANY, INC. ©.

Custom-tuned for your neighborhood. [From Life, Apr. 16, 1951, p. 99] (Television set) Sheet. © 13Apr51; KK60698.

AIRCRAFT-MARINE PRODUCTS, INC. ©.

AMP automatic wire banding machines. Folder. © 23Apr51; KK61072.

A-MP pre-insulated Flag solderless terminals. (Solderless electrical wiring devices) Sheet. © 4May51; KK61760.

A-MP soderless terminals and connectors by wire sizes. 88 p. © 28May51; KK62343.

A-MP solderless terminals by the million! (Solderless electrical wiring devices) Folder. © 15Feb49; KK60663.

A-MP's low cost, wide range Bomb-Tail closed end connector. Folder. © 18Jan51 (in notice: 1950); KK57732.

Formula 22. Automotive paint remover. A-MP. Label. (MP9) © 7Jun50; KK59539.

ALCOA STEAMSHIP COMPANY, INC. ©.

Beauty explodes before your eyes. [From Holiday, Mar. 1951, p. 7] (Caribbean steamship cruises) Sheet. © 11Feb51; KK58643.

Bright spot in your memory book. [From Holiday magazine, Apr. 1951, p. 24] (Caribbean cruises and flower prints) Sheet. © 21Mar51; KK60915.

Showers of golden adventure ahead. [From Holiday, July 1951, p. 7] (Cruises, flower prints) Sheet. © 24May51; KK62207.

ALL-PETS MAGAZINE ©.

Printing cuts on pets. (Cuts and mats) Folder. © 16Mar51; KK59943.

ALLEN, MARTIN ©.

Certi-Chekt. (Used automobiles) Label. © 30Mar51; KK60352.

ALLEN AND CLENAGHEN ADVERTISING ©.

Lucky number contest. [From the Oregon journal, Portland, Feb. 4, 1951, p. 4, section 1] (Fur coats and capes as prizes) Sheet. © 4Feb51; KK61372.

ALLEN AND REYNOLDS ©.

Name the electrical household appliances that have replaced the methods used by our grandparents as shown in the household scene above. [From Des Moines tribune, Apr. 23, 1951, p. 7] Sheet. © 23Apr51; KK61005.

ALLEN MANUFACTURING COMPANY.

Allen hex-socket screws, allenuts, pipe plugs, dowel pins. (Allen products) 40 p. © The Allen Manufacturing Co.; 18Apr51; KK60720.

Allen list prices. Effective Aug. 25, 1950. (Allen products) 22 p. © The Allen Manufacturing Co.; 18Apr51; KK60719.

ALLEN PRODUCTS CORPORATION ©.

No-Mar gasoline door guard. Label.
Buick. © 1Aug50; KK57272.
Chevrolet. © 1Aug50; KK57274.
Ford. © 5Jan51; KK57311.

Kaiser-Frazer. © 1Aug50; KK57309.

Kaiser-Frazer. © 1Aug50; KK57766.

Lincoln Cosmopolitan. © 1Aug50; KK57310.

Lincoln-Mercury. © 1Aug50; KK57275.

Nash. © 5Jan51; KK57312.

Oldsmobile. © 1Aug50; KK57273.

Oldsmobile. © 1Aug50; KK57765.

Packard. © 1Aug50; KK57313.

Pontiac. © 1Aug50; KK57270.

Studebaker. © 1Aug50; KK57271.

ALLIED ELECTRIC PRODUCTS, INC. ©.

Ion burns, and how to prevent them. Sheldon Telegenic picture tubes. (Ion trap for television tubes) Folder. (Bull. T-2) © 1Mar51; KK59324.

A sensationally new face, for television picture tubes. Vitatron. [From Radio & television journal, Dec. 1950, p. 3] Sheet. © 12Dec50; KK57938.

ALLIED MILLS, INC. ©.

Pulling in new customers for Wayne dealers. Runt Hunt Week. [From Illinois feed folks, Apr. 1951, p. 8] (Pig and hog feed) Sheet. © 1Apr51; KK61916.

ALLIED NEWSPAPERS, INC. ©.

Betty Byers' bargain basket. [From the Cleveland press, Mar. 5, 1951, p. 24] (Miscellaneous household items) Sheet. © 5Mar51; KK61023.

ALLIED WESTERN DISTRIBUTORS, INC. ©.

Gifts 'n gadgets. (Kitchen and bar accessories) 31 p. © 6Nov50; KK57905.

ALLISON, STANLEY P. ©.

Certified A. (Plastic sign) Card. © 15Dec50; KK58073.

ALLISON-KAUFMAN COMPANY ©.

Guarantee and insurance coverage. Folder. © 30Mar51; KK60329.

Sensational diamond double value sale. (Diamond rings) Sheet. © 1Mar51; KK59781.

ALLSTATE INSURANCE COMPANY ©.

Ask these 3 questions before you spend another dollar for auto insurance. [From Collier's, Apr. 21, 1951, p. 70] (Automobile insurance) Sheet. © 17Apr51; KK60703.

They live dangerously. Allstate. (Insurance) Sheet.

[From Collier's, May 26, 1951, p. 86] © 21May51; KK62161.

[From the Saturday evening post, Jan. 27, 1951, p. 117] © 24Jan51; KK58024.

[From the Saturday evening post, Mar. 24, 1951, p. 87] © 21Mar51; KK59784.

[From the Saturday evening post, Apr. 21, 1951, p. 66] © 18Apr51; KK60818.

[Tree topper lumberjack; from the Saturday evening post, Feb. 24, 1951, p. 58] © 21Feb51; KK58839.

We know we got more for our money from Allstate, the auto insurance company founded by Sears. [From Farm journal, June 1951, p. 141] Sheet. © 21May51; KK62220.

We looked them over ... [From Collier's, Mar. 3, 1951, p. 65] (Automobile insurance) Sheet. © 24Feb51; KK60966.

We looked them over, compared features and rates. [From Collier's, Mar. 3, 1951, p. 65] (Automobile insurance) Sheet. © 27Feb51; KK59164.

Whenever you drive, whatever happens, you're in good hands with Allstate auto insurance. [From the Saturday evening post, June 16, 1951, p. 98] Sheet. © 13Jun51; KK62819.

ALTES BREWING COMPANY ©.

Try a light true lager beer. Altes. Poster. © 22Apr51; KK62611.

You'll like that brisk feeling in Altes lager beer. [Girl drinking a glass of beer] Poster. © 22Oct50; KK57724.

You'll like that brisk feeling in Altes lager beer. [Photograph of red-headed girl with a glass of beer in her hand] Poster. (02-3871-5) © 22Feb51; KK59749.

ALTHEIMER AND BAER, INC. ©.

All-purpose kitchen slicer. Cuts food as needed. All-Timer. [From Schenectady gazette] Sheet. (9947) © 2Aug50; KK60519.

All-Timer all-purpose ... television lamp. [From the Milwaukee journal] Sheet. (9944) © 27Aug50; KK60522.

All-Timer 12 piece matched set aluminum cookware. [From the Marion star, Marion, Ohio] Sheet. (9941) © 31Aug50; KK60525.

Dormeyer Fri-Well ... electric home deep fryer, plus 16 piece glass luncheon set. All-Timer products. [From Texarkana gazette] Sheet. (9946) © 23Jul50; KK60520.

Drill Major electric power drill & saw. All-Timer. [From the Progress-index, Petersburg, Va.] Sheet. (9954) © 2Nov50; KK60529.

48 piece silverplate, All-Timer tableware. Sale. Made by Wallace. [From the Canton repository, Canton, Ohio] Sheet. (9955-8) © 29Oct50; KK60526.

Genuine mahogany; chairside table and adjustable lamp. Matched, decorators planter and ash tray. All-Timer quality. [From Richmond news-leader] Sheet. (9945) © 22Sep50; KK60521.

New. All-Timer Picturelite, the light that's a lovely picture. [From the Houston post] Sheet. (9943) © 10Sep50; KK60523.

Shop-Major complete 31 piece home work shop. Saws wood or steel. All-Timer. [From the Wyoming eagle, Cheyenne] Sheet. (9948) © 20Oct50; KK60518.

Sterling silver; 2 hurricane lamps. Scoop, All-Timer. [From New Ulm daily journal, New Ulm, Minn.] Sheet. (9951) © 1Nov50; KK60528.

25 inch baby doll. All-Timer. Famous Baby Betsy. [From Times leader, Martins Ferry, Ohio] Sheet. (9950) © 24Oct50; KK60527.

26 piece All-Timer Power Major electric bench grinder. [From Akron beacon journal] Sheet. (9942) © 17Sep50; KK60524.

Winnie Walker ... walking doll. New, new, new. The most revolutionary doll of the century. All-Timer products. [From the Fairmont times, Fairmont, W. Va.] Sheet. (9949) © 21Sep50; KK60517.

ALTMAN (B.) AND COMPANY ©.

Our basic dress for Spring '51. [From New York journal-American, Jan. 28, 1951, p. 6-L] Sheet. © 28Jan51; KK58179.

ALUMA CRAFT BOAT COMPANY ©.

Afloat with Aluma Craft. (Aluminum boats) Pamphlet. © 29Dec50; KK58393.

ALUMINUM COOKING UTENSIL COMPANY.

Darling, this is delicious coffee. Wear-Ever. [From the Progressive farmer, Sept. 1950, p. 87] (Coffee pots, cooking utensils) Sheet. © The Aluminum Cooking Utensil Co.; 28Aug50; KK58807.

For coffee with a college education insist on Wear-Ever. [From Ladies home journal, May 1951, p. 157] (Coffee pots and chicken fryer) Sheet. © 27Apr51; KK61343.

Mrs. America's favorite coffee pots, the coffee pots that went to college. Wear-Ever. [From Better homes and gardens, Mar. 1951, p. 177] (Kitchen ware) Sheet. © The Aluminum Cooking Utensil Co.; 23Feb51; KK58823.

ALVORD, B. E. and Howard Weeks, d.b.a. Pet-Sol Company. SEE Pet-Sol Company.

AMDA SERVICES, INC. ©.

Fun with hobbies and crafts; constructive gifts for every member of the family. (Models) 30 p. © 15Nov50; KK60929.

Year 'round fun, with trains. (Model trains) 14 p. © 5Nov50; KK60928.

AMERICAN ASSOCIATION OF MEDICAL MILK COMMISSIONS.

Certified milk. Pamphlet. © The American Association of Medical Milk Commissions; 9Mar51; KK60664.

AMERICAN BAKERIES COMPANY ©.

Merita old fashioned enriched bread. Label. © 7May51; KK62209.

AMERICAN BAKERS ASSOCIATION ©.

Bread helps turn Miss Dreamy into Miss Dreams-Come-True. [Couple dancing, girl daydreaming. From Senior scholastic, Nov. 1, 1950, p. 32] Sheet. © 1Nov50; KK57157.

Bread helps turn Miss Siesta into Miss Fiesta. [Illus. Girl lounging, girl dancing, etc. From Scholastic teacher, May 2, 1951, p. 17] Sheet. © 2May51; KK61754.

Bread helps you be the one who's cheered. [Slices of bread, basketball player, cheer leader, formula for bread. From Senior scholastic, Dec. 6, 1950, p. 32] Sheet. © 6Dec50; KK57248.

Bread keeps little beavers eager. [Little girl, peanut butter and bread on plate, ingredients chart, bakers label. From the Saturday evening post, June 9, 1951, p. 13] (Bakery products) Sheet. © 6Jun51; KK63105.

Happy birthday, says Elmer L. Henderson, M.D. [Illus., loaf of bread with candles, etc. From Look, May 8, 1951, p. 18] (Bakery products) Sheet. © 24Apr51; KK61853.

A message of basic information about the food your readers eat most often. [Candles on loaf of bread, photo of three men, bakers' label] Sheet. © 24Mar51; KK60792.

Summertime is sandwich time. (Bread) Poster. © 4Jun51; KK62728.

Summertime is sandwich time. (Bread and peanut butter) Poster. © 13Apr51; KK60695.

Summertime is sandwich time, and time for you to plan a picnic. (Bread) Poster. © 25May51; KK62729.

This is the 10th anniversary of enriched bread, one of the most significant contributions to our better health. [Bread with candles, ingredients chart, photo, American Bakers label. From Modern medicine, Mar. 15, 1951, p. 52-53] Sheet. © 15Mar51; KK61019.

AMERICAN BAKERS ASSOCIATION ©. Cont'd.

This is the 10th birthday of enriched bread, one of the most significant contributions to your better health. [Bread with candles, 7 photos of men, bread content chart, American Bakers label. From Look, Apr. 10, 1951, p. 18-19] Sheet. © 27Mar51; KK61021.

To all advertising agencies who handle baking accounts. [Bread with candles, label. From Printer's ink, Mar. 23, 1951, p. 121] (Bread) Sheet. © 23Mar51; KK61086.

Who invented bread? What was their amazing discovery? How did they contribute to your daily bread? A dramatic story of its history. [Egyptian historical sketches, American Bakers label. From Scholastic teacher, Apr. 4, 1951, p. 20-T] Sheet. © 4Apr51; KK61020.

Why get yourself upset like this? [4 illus. of lady baking cake; cake on platter; label. From Woman's home companion, Mar. 17, 1951, p. 60] (Cake) Sheet. © 17Mar51; KK61085.

Why take on a job like this when bakers bake such luscious pie as this. [Illus., woman working in kitchen, apple pie, etc. From McCall's, May 1951, p. 105] Sheet. © 25Apr51; KK61752.

Your daily bread. [Illus., Egyptian scene, etc. From Scholastic teacher, May 2, 1951, p. 5-T] (Bakery products) Sheet. © 2May51; KK61753.

AMERICAN BLEACHED SHELLAC MANUFACTURERS ASSOCIATION, INC. Shellac Information Bureau ©.

Shellac manual for the master furniture finisher. (Shellac) 30 p. © 29Mar51; KK60798.

AMERICAN BRAKE SHOE COMPANY ©.

Brake shoe gives you performance features that are production advantages. [From Products finishing, Jan. 1951, p. 56-57] (Spray guns, air compressors) Sheet. © 28Dec50; KK58368.

Congratulations, Illinois Central, on rounding the bend into your 2nd hundred years. Racor. [From Railway age, Feb. 12, 1951, p. 131-134] (Railroad equipment) Sheets. © 10Feb51; KK58806.

Corrosion-proof metal keeps foods pure. [From Business week, Apr. 28, 1951, p. 35] Sheet. © 26Apr51; KK62301.

How to keep a neck from getting hot under the collar. [From Business week, Jan. 27, 1951, p. 81] (Bearings) Sheet. © 25Jan51; KK58415.

How to keep a rig from becoming a wreck. American Brakeblok. [From Business week, Mar. 17, 1951, p. 69] (Brake lining) Sheet. © 15Mar51; KK60476.

Now, 3 times the refinishing volume and profit. [From Motor, Feb. 1951, p. 25] (Auto-bake oven, micro-spray gun) Sheet. © 2Feb51; KK61503.

This sweet tooth for hard rock lasts six times longer. [From Business week, Dec. 16, 1950, p. 69] (Dipper tooth) Sheet. © 14Dec50; KK58414.

AMERICAN BRAKE SHOE COMPANY. American Brakeblok Division ©.

How to make more money with your American Brakeblok, Pedal Blok. (Brake checking equipment) Folder. © 23Feb51; KK58818.

New, pre-cemented car sets for bonding. American Brakeblok brake lining. [From Motor, Sept. 1949, p. 164-165] Sheet. © 1Sep49; KK60447.

You're driving the winner with American Brakeblok; out front by 8 laps. (Brake lining, parts, etc.) 15 p. (1-51J) © 15Feb51; KK58701.

AMERICAN BRAKE SHOE COMPANY. American Manganese Steel Division ©.

Amscoating stands for control of wear with Amsco hardfacing rods. [From Welding journal, May 1951, p. 480] Sheet. © 5May51; KK62977.

AMERICAN BRAKE SHOE COMPANY. Kellogg Division ©.

The brake shoe Bearcat. Folder. © 8May51; KK62115.

55 o/o more refinishing profit with factory-method finishing. [From Motor, Mar. 1951, p. 161] (Paint finishing equipment) Sheet. © 6Mar51; KK59617.

How steam gives you faster lower-cost finishing. [From Industrial finishing, Mar. 1951, p. 24-25] (Steam-spray gun) Sheet. © 16Mar51; KK60914.

Save 10 o/o-20 o/o of finishing materials with steam spraying. [From Products finishing, Apr. 1951, p. 54-55] (Steam-spraying equipment) Sheet. © 3Apr51; KK61505.

Spraying finishes with steam cuts time and costs. [From Products finishing, Feb. 1951] (Steam-spray gun) Sheet. © 2Feb51; KK61504.

We're making money and cutting costs with factory method finishing. [From Motor, May 1951, p. 151] (Auto-bake oven and micro-spray gun, etc.) Sheet. © 3May51; KK62116.

AMERICAN Brakeblok Division. American Brake Shoe Company. SEE American Brake Shoe Company. American Brakeblok Division.

AMERICAN BREWING COMPANY ©.

Announcing Regal Feelin' rhymes contest. [From Times picayune, New Orleans, Feb. 19, 1951, p. 28] (Beer) Sheet. © 19Feb51; KK59405.

AMERICAN CABINET HARDWARE CORPORATION ©.

Amerock cabinet hardware. [From American lumberman & building products merchandiser, Apr. 8, 1950, p. 267] Sheet. © 8Apr50; KK59998.

Amerock matched cabinet hardware. [From Small homes guide, summer-fall, 1950, p. 174] Sheet. (26221) © 15Apr50; KK59997.

Be safe, be sure with Amerock Wintite sash lock. [From Small homes guide, winter '49, spring '50, p. 36] Sheet. © 15Nov49; KK59999.

It's the hit of the neighborhood. Genuine Amerock hardware. [From House beautiful's home maintenance and building manual, 1950, p. 163] Sheet. © 4Nov49; KK60603.

Look to your Amerock jobber for the finest in cabinet hardware. [From American lumberman & building products merchandiser, Nov. 5, 1949, p. 22] Sheet. © 5Nov49; KK59996.

No. 485 demonstrator. Genuine Amerock hardware. Sheet. © 4Jun50; KK60604.

No. 486 Amerock demonstrator. (Cabinet hardware) Sheet. © 12Mar51; KK60602.

No. 7000 demonstrator sells window hardware. Wintite. Genuine Amerock hardware. Sheet. © 10May50; KK60605.

AMERICAN CIGARETTE AND CIGAR COMPANY, INC. ©.

Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos. Pall Mall cigarettes. [From Look, Jan. 30, 1951, p. 59] Sheet. © 30Jan51; KK57651.

Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos. Pall Mall cigarettes. [From Collier's, Feb. 10, 1951, p. 43] Sheet. © 10Feb51; KK58766.

AMERICAN CONE AND PRETZEL COMPANY ©.

Golden Maid Twin-Pack delicious Dutch pretzels. Label. © 9Apr51; KK60570.

AMERICAN CYNAMID COMPANY. Lederle Laboratories Division ©.

Control of poultry diseases. (Veterinary drugs and biologicals) 31 p. © 15Apr51; KK61955.

AMERICAN DISTILLING COMPANY.

Good old Guckenheimer brand ... American whiskey. Label. © The American Distilling Co.; 15Feb51; KK60004.

Good old Guckenheimer brand bourbon. (Whiskey) Label. © The American Distilling Co.; 1Mar51; KK61192.

AMERICAN EXPORT LINES, INC. ©.

Independence, Constitution; great new ships built around you. [From the New Yorker, Nov. 18, 1950, p. 75] Sheet. © 16Nov50; KK61424.

Modern-American-living sails the sun-lane to Europe. [From Time, Feb. 26, 1951, p. 51] (Export lines) Sheet. © 22Feb51; KK59186.

Shipful of ideas. [From Newsweek, Oct. 16, 1950, p. 50-51] (Export lines) Sheet. © 12Oct50; KK57705.

AMERICAN FIXTURE AND MANUFACTURING COMPANY ©.

Modernize. New quick and easy way. (Display counters, tables, shelves, gondolas) Folder. © 9Apr51; KK61686.

AMERICAN GAS ASSOCIATION ©.

Tick-tock clock-controlled oven meals for your modern automatic gas ranges. Pamphlet. © 6Mar51; KK61032.

AMERICAN GEM SOCIETY ©.

Certificate of a diamond. (Diamonds) Sheet. © 1Dec50; KK59545.

AMERICAN HOME ECONOMICS ASSOCIATION ©.

The consumer speaks: How to buy straight chairs. Folder. (51250W) © 27Dec50; KK58201.

AMERICAN HOME FOODS, INC. ©.

Clapp's instant potatoes for babies and young children. Label. © 5Dec50; KK57030.

Duff's corn muffin mix. Label. © 1Mar51; KK60333.

Duff's hot biscuit mix. Just add milk. Label. © 30Mar51; KK60475.

Duff's hot muffin mix. Label. © 31Jan51; KK58810.

New one-meal size. Duff's hot biscuit mix. Sheet. © 10May51; KK61915.

New one-meal size. Duff's hot muffin mix. Sheet. © 5Jun51; KK62863.

AMERICAN LEGION.

Address memorandum books. Sheet. © The American Legion; 7Jun51; KK62644.

The American's Creed. (Plaque) Folder. © The American Legion; 14May51; KK61867.

For Memorial Day. (Flags, wreaths, etc.) Folder. © The American Legion; 20Apr51; KK61076.

Memorial wreaths. Sheet. © The American Legion; 20Apr51; KK61075.

Order blank. Membership buttons. Official shirts and ties. Sheet. © The American Legion; 17Apr51; KK60816.

Order blank for athletic equipment and sportswear. Sheet. © The American Legion; 4Apr51; KK60288.

Perfect prizes or gifts, mugs & tumblers by Beacon. Sheet. © The American Legion; 7Jun51; KK62643.

Ritepoint with visible fuel, for every Legionnaire. (Lighters) Sheet. © The American Legion; 14May51; KK61866.

Trump, the all-purpose folding table. (Card tables) Sheet. © The American Legion; 4Apr51; KK60289.

Uniforms for junior baseball teams, Legion softball teams. Sheet. © The American Legion; 19Mar51; KK59657.

AMERICAN LIQUID GAS CORPORATION ©.

Algas Butane Propane heat exchanger, model 940 for internal combustion engines up to 60 H.P. (Butane-Propane carburetion equipment) Sheet. (HE-940) © 1Jan51; KK62899.

Algas Dual-Fuel Spud-In carburetion kit for farm tractors, small stationary engines and light plants. (Butane-Propane carburetion equipment) Sheet. (LK-100) © 1Jan51; KK62900.

Algas 1600 series mixer Dual-Fuel units. (Butane-Propane carburetion equipment) Sheet. (1600 M) © 1Apr51; KK62898.

Improved engineering brings greater flexibility to Algas 1400 series Multi-Jet carburetors. (Butane-Propane carburetion equipment) 4 p. (1400CS) © 1Apr51; KK62897.

Provides year 'round operation at low cost. (Butane-propane carburetion equipment) Folder. © 1Jan51; KK62901.

Tractor owners agree Algas Butane Propane conversions, for economy, for power, for dependability. (Butane-Propane carburetion equipment) Folder. © 1Jan51; KK62902.

AMERICAN MOLASSES COMPANY ©.

All about molasses. Folder. © 24Apr51; KK61064.

Grandma's old fashioned unsulphured molasses; always sweet, never bitter. Folder. © 11May51; KK62141.

Grandma's recipes for mother and daughter; Grandma's old fashioned molasses. 32 p. © 9Jan51 (in notice: 1950); KK58454.

Nulomoline in bakery products. (Invert sugar) Folder. © 11May51; KK62144.

Nulomoline in candies. (Invert sugar) Folder. © 11May51; KK62142.

Sucrest pure cane granulated sugar. Label. © 22May51; KK63131.

Tricol syrup, for dark breads, cakes, cookies and pies. Folder. © 11May51; KK62143.

AMERICAN MOLASSES COMPANY. The Nulomoline Division ©.

Baking sketches. Nulomoline. (Invert sugar) 47 p. (Vol. 22, no. 1) © 26Mar51; KK60261.

AMERICAN MOTEL MANAGERS ASSOCIATION ©.

Opportunities for success in motel management. (Motel personnel) 11 p. © 25Apr51; KK61203.

AMERICAN MOTHERS COMMITTEE, INC. Mother's Day Trade Division ©.

Here are your national Mother's Day displays. (Display material) Folder. © 20Jan51; KK59068.

AMERICAN OPTICAL COMPANY ©.

Calobar sun glasses. Pamphlet. (SG-1404) © 15Feb51; KK58944.

47 o/o ahead. AO Polaroid sun glasses. [From Profitunities, Mar. 1951, p. 18] Sheet. © 1Mar51; KK60057.

Remember what happened last year on AO Polaroid sun glasses. [From Drug topics, Feb. 12, 1951, p. 85] Sheet. © 12Feb51; KK59225.

2 big reasons why Polaroid sun glasses are your hot profit line for 1951. [From Drug topics, Jan. 15, 1951, p. 66-67] Sheet. © 15Jan51; KK59224.

AMERICAN PLATING RACK COMPANY ©.

Guaranteed to relieve headaches. Warning, don't eat it. (Uniform nonmetallic tumbling shape) Sheet. © 28Feb51; KK59166.

AMERICAN POP CORN COMPANY ©.

Jolly time popping oil. (Oil for pop corn) Label. © 25Dec50; KK57941.

AMERICAN PRINTING AND ENVELOPE COMPANY ©.

It pays to follow the leader. Depend on APEC for your envelope needs. Folder. © 24Jan51; KK58894.

AMERICAN RADIATOR AND STANDARD SANITARY CORPORATION ©.

Room of the month ideas. (Heating and plumbing fixtures) Folder.

December, 1950. (920) © 10Jan51 (in notice: 1950); KK57397.

Sunbeam Winterway winter air conditioner. Folder. © 23Apr51; KK61596.

AMERICAN RAINBOW COMPANY.

Rainbow strawberry pancake and waffle syrup. Label. © Harry Sutherland, d.b.a. American Rainbow Co.; 31Jan51; KK58572.

AMERICAN ROLLER DIE CORPORATION ©.

Ardcor lock seam tube mills. Folder. © 20Apr51; KK61065.

AMERICAN SAFETY RAZOR CORPORATION ©.

Prove Gem feather weight best. [From the Saturday evening post, May 26, 1951, p. 117] (Gem razor and blades) Sheet. © 23May51; KK63029.

AMERICAN SEATING COMPANY ©.

Presenting auditorium chairs for churches. Folder. © 5Apr51; KK61687.

AMERICAN TOBACCO COMPANY.

Be happy, go Lucky. (Tobacco) Sheet. © The American Tobacco Co.

[From Better homes and gardens, Apr. 1951] (BH-8B) © 21Mar51; KK61282.

[From Collier's, Nov. 11, 1950, p. 57] (BH-3A) © 3Nov50; KK57246.

[From Columbia Missourian, Columbia Mo., Mar. 26, 1951] (BH-20-CN) © 26Mar51; KK61302.

[From Daily Princetonian, Jan. 24, 1951] (BH-11CN) © 24Jan51; KK61305.

[From Daily Princetonian, Feb. 1, 1951] (BH-12CN) © 1Feb51; KK61306.

[From Daily Princetonian, Feb. 5, 1951] (BH-13CN) © 5Feb51; KK61307.

[From Daily Princetonian, Feb. 12, 1951] (BH-14CN) © 12Feb51; KK61308.

[From Daily Princetonian, Feb. 21, 1951] (BH-15 CN) © 21Feb51; KK61309.

[From Daily Princetonian, Mar. 2, 1951] (BH-16 CN) © 2Mar51; KK61310.

[From Daily Princetonian, Mar. 5, 1951] (BH-17 CN) © 5Mar51; KK61311.

[From Daily Princetonian, Mar. 13, 1951] (BH-18 CN) © 13Mar51; KK61312.

[From Daily Princetonian, Mar. 22, 1951] (BH-19 CN) © 22Mar51; KK61281.

[From Ebony, Apr. 1951] (BH-4N) © 5Mar51; KK61283.

[From Kingsman, Brooklyn College, Jan. 5, 1951] (BH-9 CN) © 5Jan51; KK61303.

[From Kingsman, Brooklyn College, Jan. 12, 1951] (BH-10CN) © 12Jan51; KK61304.

[From St. Bonaventure news, New York, Nov. 29, 1950] (BH-8-CN) © 1Dec50; KK57245.

[From Saturday evening post, Mar. 3, 1951] (BH-7A) © 28Feb51; KK61285.

[From the Afro-American, Oct. 31, 1950] (BH-5NN) © 31Oct50; KK57230.

[From the Afro-American, Nov. 14, 1950] (BH-6NN) © 14Nov50; KK57247.

[From the Spectator, New York, Oct. 30, 1950] (BH-5 CN) © 2Nov50; KK57244.

[From the Spectator, New York, Nov. 6, 1950] (BH-6 CN) © 10Nov50; KK57243.

[From the Spectator, New York, Nov. 13, 1950] (BH-7-CN) © 16Nov50; KK57242.

[From Time, Jan. 1, 1951] (BH-5C) © 29Dec50; KK57240.

[From U. S. tobacco journal, Dec. 2, 1950, p. 15] (BH-3T - A) © 2Dec50; KK57239.

Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet. © The American Tobacco Co.

Miss Elizabeth Taliaferro Bunnell. [From Look, May 8, 1951, p. 105] © 24Apr51; KK61907.

Mr. Clement Griscom IV. [From Collier's, May 26, 1951, p. 99] © 18May51; KK62189.

Mr. Gwynn Robinson. [From Look, Feb. 13, 1951, p. 87] © 30Jan51; KK58481.

Mrs. Charles Evans Hughes, III. [From Look, Jan. 16, 1951, p. 77] © 2Jan51; KK57266.

Mrs. Lewis C. Murdock. [From Look, Mar. 13, 1951, p. 117] © 27Feb51; KK59594.

Mrs. Robert P. Gibb. [From Look, Apr. 10, 1951, p. 93] © 27Mar51; KK60761.

Luckies taste better than any other cigarette. (Tobacco) Sheet. © The American Tobacco Co.

Dorothy Collins. [From Wholesale tobacco distributors of New York, 1951 year book] © 14Mar51; KK61286.

Quality of product is essential to continuing success. [From National Urban League 40th anniversary yearbook, Oct.-Dec. 1950] (Tobacco) Sheet. © The American Tobacco Co.; 12Mar51; KK61284.

The story of the fight against wildfire. [From Kentucky farmer, May 1951, p. 9] (Tobacco) Sheet. © The American Tobacco Co.; 1May51; KK62452.

The whole Lucky Strike gang wishes you a happy Christmas ... [From Time, Dec. 4, 1950, back cover] (Cigarettes) Sheet. (BH-5C) © The American Tobacco Co.; 30Nov50; KK57241.

AMERICAN TRUCKING ASSOCIATIONS ©.

Brother, would Uncle Joe love this. [From Indianapolis star, Jan. 29, 1951, p. 4] (Trucking) Sheet. © 29Jan51; KK59577.

The curve that killed Joe. [From Baton Rouge, La. advocate, Feb. 28, 1951, p. 8A] (Trucking) Sheet. © 28Feb51; KK59578.

Move three inches and you're under arrest. [From Pioneer press dispatch, Jan. 30, 1951, p. 8] (Trucking) Sheet. © 30Jan51; KK58770.

This road in Kalamazoo runs to Korea. [From Nevada state journal, Reno, Nev., Apr. 18, 1951, p. 8] (Trucking advertising) Sheet. © 18Apr51; KK61593.

We're running out of roads. [From State times, Baton Rouge, La., Apr. 18, 1951, p. 11-A] (Trucking) Sheet. © 18Apr51; KK61623.

AMERICAN WOOD WINDOW INSTITUTE, INC.

Now a quality seal. Wood Window units. [From the Dallas morning news, Mar. 25, 1951, section 7, p. 7] Sheet. © The American Wood Window Institute, inc.; 25Mar51; KK60087.

Now, a quality seal, identifies Wood Window units ... [From San Antonio express, Apr. 15, 1951, p. 20D] Sheet. © The American Wood Window Institute, inc.; 15Apr51; KK62122.

AMERICANA FILMS ©.

A plan for profit. (Motion picture equipment and service) 8 p. © 12Nov50; KK57909.

AMGEARS, INC. ©.

Call Amgears for gear production or gear design. Air-Spec. Industrial-Spec. [From Automotive industries, Mar. 15, 1951, p. 58] Sheet. © 15Mar51; KK60195.

ANACORTES VENEER, INC. ©.

Long panels of Armorbond Douglas fir plywood. Folder. (10) © 22Dec50; KK57028.

ANAHIST COMPANY, INC. ©.

Anahist, America's number one antihistamine, safely stops cold symptoms ... [From the Progressive farmer, Dec. 1950, p. 43] Sheet. (8723) © 15Nov50; KK61878.

New Anahist atomizer for quick relief ... [From Collier's, Aug. 19, 1950, p. 7] Sheet. © 18Aug50; KK58948.

New Anahist atomizer for quick relief from sniffles, sneezes, stuffed-up nose in hayfever or summer colds. (Drug) Sheet. © 15Aug50; KK61175.

ANCIENT IDEAS REJUVENATED ©.

Santons, hand made & decorated by Carbonel. (Imported terra-cotta figurines) 19 p. © 15Dec50; KK57418.

ANDERSON COMPANY.

Anco Clear-Flex blades, windshield wiper. Label. © The Anderson Co.; 20Dec50; KK57342.

Anco Clear-Flex economy refills. [Carton to hold five boxes of pairs] (Windshield wiper blades) Label. © The Anderson Co.; 27Dec50; KK57524.

Anco Clear-Flex economy refills, lengths to fit ... windshield wiper blades. Dead-Locker. Rain-Master. Maxi-Vac. Label. (600) © The Anderson Co.; 22Dec50; KK57175.

Anco Clear-Flex windshield wiper blades. Dead-Locker. Fog Wiper. Rain-Master. Maxi-Vac. [Carton for 5 pair boxes] Label. (500) © The Anderson Co.; 20Dec50; KK57172.

Anco Dead-Locker windshield wiper arm. Label. © The Anderson Co.; 27Dec50; KK57777.

Anco Dead-Locker windshield wiper arms. Label. © The Anderson Co.; 27Dec50; KK57709.

Anco dealers' box flap plan requisition. (Automobile accessories) Sheet. (04-0053 rev. 2-51) © The Anderson Co.; 2Mar51; KK59766.

Anco Rain-Master windshield wiper blades. [Carton for five boxes of pairs] Label. © The Anderson Co.; 27Dec50; KK57514.

Anco Rain-Master windshield wiper blades. Dead-Locker. Clear-Flex. Maxi-Vac. Label. (300) © The Anderson Co.; 22Dec50; KK57176.

Honorary award. Memorial safety service project; Jno. W. Anderson, president, the Anderson Company. [Certificate] (Automobile accessories) Sheet. © The Anderson Co.; 9Mar51; KK60222.

To install Maxi-Vac model MV-2 ANCO vacuum windshield wiper motor. Folder. (Form 04-0226) © The Anderson Co.; 22Jan51; KK58108.

To install Maxi-Vac model MV-3 ANCO vacuum windshield wiper motor. Folder. (Form 04-0227) © The Anderson Co.; 22Jan51; KK58107.

To install Maxi-Vac model MV-4 Anco vacuum windshield wiper motor. Folder. (04-0268) © The Anderson Co.; 7Feb51; KK58649.

To install Maxi-Vac model MV-5 Anco vacuum windshield wiper motor. Folder. (04-0269 1-51) © The Anderson Co.; 7Feb51; KK58677.

To install Maxi-Vac models MV-1A or MV-1B ANCO vacuum windshield wiper motor. Folder. (Form 04-0225) © The Anderson Co.; 22Jan51; KK58109.

ANDREWS, ELIZABETH B. ©.

Merrimeals. Placemats. Label. © 1Nov50; KK57621.

Sing heigh, sing hi, sing ho, eating time you know. (Place mats) Label. © 1Nov50; KK57711.

ANEMOSTAT CORPORATION OF AMERICA ©.

Anemostat draftless aspirating air diffusers. Folder. © 31Oct50; KK59794.

Ceiling architecture. (Air diffusers) v. 1, 1951. 25 p. © 18Jan51; KK58927.

ANGELICA UNIFORM COMPANY ©.

Angelica nurses' aide uniforms. Angelica knit apparel. Monte cloth. Nittgown. (Hospital apparel) Sheet. © 8Mar51; KK60223.

Here's your catalog of Angelica professional apparel. 7 p. © 16Apr51; KK61035.

ANSON, INC. ©.

Anson gracious gifts for dad and grad. [From Life, June 12, 1950, p. 90] (Men's jewelry) Sheet. © 12Jun50; KK57078.

Sir. Yes, sir, initials by Anson. [From Jeweler's circular-keystone, Oct. 1949, p. 85] (Men's jewelry) Sheet. © 1Oct49; KK59391.

Style Pageant by Anson; something really different. [From National jeweler, Oct. 1950, p. 86] (Men's jewelry) Sheet. © 10Oct50; KK59807.

Yes, sir, initials by Anson. [From Collier's June 10, 1950, p. 70] (Men's jewelry) Sheet. © 10Jun50; KK58653.

ANTI-HYDRO WATERPROOFING COMPANY ©.

Condensed specifications. Mass concrete waterproofing. Anti-Hydro. Sheet. (3031) © 23Jun49; KK59724.

If your basement leaks. Anti-Hydro. (Waterproofing liquid) Folder. (3056) © 12Dec50; KK59723.

APEX ELECTRICAL MANUFACTURING COMPANY.

Apex Dish-A-Matic automatic dishwasher gives you. [From Time, Apr. 9, 1951, p. 69] (Electrical appliances) Sheet. © The Apex Electrical Manufacturing Co.; 5Apr51; KK60996.

Apex Dish-A-Matic gives you better automatic dishwashing 3 ways. [From Time, Feb. 19, 1951, p. 10] Sheet. © The Apex Electrical Manufacturing Co.; 15Feb51; KK62204.

Apex Dish-A-Matic supplies its own hotter water for hygienic clean automatic dishwashing. [From Time, Mar. 12, 1951, p. 47] Sheet. © The Apex Electrical Manufacturing Co.; 8Mar51; KK62205.

Apex spiral dasher washers give you new convenience. [From Good housekeeping, Apr. 1951, p. 188] Sheet. © The Apex Electrical Manufacturing Co.; 20Mar51; KK60164.

The automatic dishwasher ... Apex Dish-A-Matic. [From Time, Jan. 15, 1951, p. 43] Sheet. © The Apex Electrical Manufacturing Co.; 11Jan51; KK58236.

Lowest cost automatic dishwashing; All-American automatic dishwasher. Folder. (DW-1103) © The Apex Electrical Manufacturing Co.; 7Feb51; KK58663.

Lowest cost automatic dishwashing; Apex Roll-A-Way automatic dishwasher. Folder. (DW-1102) © The Apex Electrical Manufacturing Co.; 7Feb51; KK58664.

APPLETON, ARTHUR IVAR ©.

Some like it hot, some like it cold. [Jingle] (Coffee) Sheet. © 16Mar51; KK61384.

You can whip the cream. [Jingle] (Cereal) Sheet. © 16Mar51; KK61385.

ARC RAY ELECTRIC CORPORATION ©.

Arc Ray lamps; fluorescent, incandescent. Folder. © 1Dec50; KK61400.

ARDEN FARMS COMPANY ©.

In all the world there's nothing like Diced Cream. (Ice cream) Sheet.

The beginning of a beautiful friendship. © 8Jun51; KK62829.

Completion of successful ice cream experiment. © 11May51; KK62659.

The dramatic new ice cream. [From Los Angeles times, Oct. 6, 1950] © 6Oct50; KK57337.

The dramatic new ice cream. [From Los Angeles times, Oct. 20, 1950] © 20Oct50; KK57336.

Dramatic new ice cream. [From Los Angeles times, Dec. 22, 1950] © 22Dec50; KK57334.

Educated ice cream. © 19Jan51; KK62655.

Scientific ice cream expert. © 13Apr51; KK62658.

Scientific instrument for testing ice cream. © 16Mar51; KK62657.

A simple solution to your holiday dessert problem. [From Los Angeles times, Dec. 1, 1950] © 1Dec50; KK57338.

The welcome ice cream. © 16Feb51; KK62656.

There's nothing in all the world like Diced Cream. I'm a miss from Missouri. [From Los Angeles examiner, Apr. 14, 1950] (Ice cream) Sheet. © 14Apr50; KK57335.

ARIZONA BREWING COMPANY, INC. ©.

One of America's famous regional brands. A-1 pilsner beer. [From Phoenix gazette, June 7, 1951, p. 17] Sheet. © 7Jun51; KK62628.

The western way to say welcome. A-1. [From Phoenix gazette, Phoenix, Ariz., May 31, 1951, p. 16] (Beer) Sheet. © 31May51; KK62326.

ARMOUR AND COMPANY ©.

Amazing new Armour suds gets clothes cleaner than ever before. [From Amarillo Sunday news-globe, Amarillo, Tex., Mar. 4, 1951, p. 2, comic section] Sheet. © 4Mar51; KK60061.

Dial soap in a new complexion size. [Girl washing face, large bar Dial, boy washing with Dial. From Puck, the comic weekly, Jan. 7, 1951, section 2, p. 4] Sheet. © 7Jan51; KK58191.

Dial soap stops odor before it starts. Sheet.

[From Puck, the comic weekly, Feb. 18, 1951, p. 4] © 18Feb51; KK58971.

[Girl bathing with Dial soap. Doctor washing hands. From Puck, the comic weekly, Apr. 22, 1951, section 2, p. 4] © 22Apr51; KK61609.

[Girl washing with large bar of Dial soap. From Puck, the comic weekly, Jan. 28, 1951, section 2, p. 2] © 28Jan51; KK58312.

[Man washing with Dial, large bar Dial, etc. From Puck, the comic weekly, Mar. 11, 1951, section 1, p. 4] © 11Mar51; KK59756.

[Man washing with Dial soap, large bar Dial, doctor washing hands. From Puck, the comic weekly, May 13, 1951, p. 5] © 13May51; KK62556.

How about a spicy Texas-style supper tonight? Armour chili con carne; Treet, corned beef hash, ham. [From Life, Nov. 6, 1950, p. 68] Sheet. © 3Nov50; KK61901.

Hurry! Save money on Pure soap. Half-price sale. Sheet. [Two large boxes Chiffon; grocer, girl, dealer. Girl putting on hose, dishes being washed] © 5Apr51; KK60791.

It's new. Giant, specially developed for automatic washing machines. Sudsless laundry granules. [From the Lubbock (Tex.) evening journal, Jan. 19, 1951, p. 3, sect. 2] Sheet. © 19Jan51; KK58496.

It's new. It's true. Armour suds cleans clothes cleaner. [Woman holding large box suds ... From Amarillo news-globe, Amarillo, Tex., Feb. 11, 1951, Comic sect. 1, p. 2] Sheet. © 11Feb51; KK59029.

New. Works under water where the real cleaning must take place. Giant. [From Avalanche-journal, Lubbock, Tex., Feb. 9, 1951, section II, p. 3] (Laundry granules) Sheet. © 9Feb51; KK58947.

New. Your washer will love it. Armour Giant, sudsless laundry granules. [From the Avalanche, Lubbock, Tex., Jan. 26, 1951, p. 6, sect. 2] Sheet. © 26Jan51; KK58495.

Newest, nicest way to stay free from odor, safe all day. Dial soap. [Large bar; girl bathing] [From Puck, the comic weekly, Apr. 1, 1951, p. 4] (Deodorant soap) Sheet. © 1Apr51; KK61349.

Now more millions will want Dial soap. [From Puck, the comic weekly, Jan. 28, 1951, section II, p. 2] Sheet. © 28Jan51; KK58945.

Prove it yourself in black and white. Armour All-Purpose Suds. [Large box All-Purpose Suds, white shirt, washing machine] Sheet. © 16Feb51; KK59227.

ARMSTRONG (GORDON) COMPANY, INC.

The Armstrong X-4 baby incubator is still low in cost. Sheet. © The Gordon Armstrong Co., inc.; 1Nov50; KK60553.

Explosion-proof baby incubator. Armstrong X-4. Sheet. © The Gordon Armstrong Co., inc.; 10Feb51; KK59977.

Repeat orders for Armstrong X-4 baby incubators ... Sheet. © The Gordon Armstrong Co., inc.; 10Jan51; KK59978.

23 reasons why 14,000 Armstrong X-4 baby incubators are now in use. Sheet. © The Gordon Armstrong Co., inc.; 20Feb51; KK59976.

The X-P explosion proof baby incubator. Sheet. © The Gordon Armstrong Co., inc.; 5Jun51; KK62727.

ARMSTRONG CORK COMPANY ©.

Acoustical ceilings of Armstrong's Arrestone. Folder. (28-450B) © 9May50; KK59693.

Acoustical ceilings of Armstrong's Corkoustic. Folder. (30-450) © 9May50; KK59692.

Acoustical ceilings of Armstrong's Cushiontone. Folder. (29-450B) © 9May50; KK59695.

Acoustical ceilings of Armstrong's Travertone. Folder. (27-1150) © 8Dec50; KK59694.

Advertising and promotion helps. 1951 ed. (Building materials) Sheet. © 3Apr51; KK61344.

Armstrong's equipment insulations; Fiberglas, LK Corkboard, Temlok. 23 p. (ED-1-1150 B) © 5Dec50; KK59564.

Armstrong's Quaker rugs. [Wall hanger chart] Poster. © 1Feb51 (in notice: 1950); KK58369.

Armstrong's Quaker rugs and floor coverings, 1951. 79 p. © 2Feb51; KK58631.

How industry operates. (Insulating material) 32 p. © 11Apr51; KK61518.

How to install Armstrong's asphalt tile. Sheet. © 30Mar51; KK61604.

Which floor for your business? Armstrong. 16 p. © 4Apr51; KK61444.

Why cork insulation? Armstrong's Corkboard. Folder. (11-37-251 B) © 28Feb51; KK59746.

ARNOLD BAKERS, INC. ©.

Arnold butter Parkers. (Rolls) Label. © 14May51; KK62646.

Arnold low-starch loaf. (Bread) Label. © 11Dec50; KK57109.

Brick Oven barbecue buns. Label. © 28May51; KK62645.

ARONOFF, MARGARET ©.

House of tiny toys. (Puppies) Card. © 15May51; KK62333.

ARROW LIQUEURS CORPORATION ©.

As American as it's [sic] name. Arrow Vodka. [From Michigan beverage news, May 14, 1951, p. 5] (Liqueurs) Sheet. © 14May51; KK62562.

Have you tried the new Arrow TV cocktail. [From Michigan beverage news, Dec. 25, 1950, p. 5] (Liqueurs) Sheet. © 25Dec50; KK57218.

ARTCO COMPANY.

Original motif-etts. (Die cut felt and paper ornaments) Label. © Arthur R. Thompson, d. b. a. Artco Company; 10Mar50; KK57072.

ASSOCIATED INDUSTRIES ©.

Your key to the door of value; Atlantic City Passport contains money saving coupons. Pamphlet. © 20Dec50; KK59830.

ATLANTIC AND PACIFIC MANUFACTURING CORPORATION ©.

1951 catalog. Nationally advertised marine life saving equipment. 8 p. © 7Jan51; KK58080.

ATLANTIC CHEMICAL COMPANY, INC. ©.

Atconil 0-20; one product to do many jobs in vat stripping and vat dyeing. [From American dyestuff reporter, Jan. 22, 1951, p. 3 of cover] Sheet. © 22Jan51; KK59773.

Atcosoft RA-20 ... for your cottons and rayons. [From American dyestuff reporter, Feb. 19, 1951, p. 3 of cover] (Textile chemical cationic softener) Sheet. © 19Feb51; KK60163.

ATLANTIC CITY PUBLISHING COMPANY ©.

Cocktail menu. (Drinks) Folder. © 18Dec50; KK57087.

Dinner menu insert. (Food) Sheet. © 18Dec50; KK57085.

Luncheon menu insert. (Food) Sheet. © 18Dec50; KK57086.

Supper menu insert. (Food) Sheet. © 18Dec50; KK57084.

ATLAS BUILDING CORPORATION ©.

Home owners. Think. If your home needs remodeling, do it now. [From the Evening bulletin, Philadelphia, Mar. 6, 1951, p. 58] (Home repairs and remodeling) Sheet. © 6Mar51; KK59317.

Home owners, in home remodeling and repairs, deal with a large ethical concern. [From the Evening bulletin, Philadelphia, Mar. 14, 1951, p. 16] Sheet. © 14Mar51; KK59728.

Important notice to home owners; hurry. [From Philadelphia inquirer, Feb. 27, 1951, p. 10] (Home repairs) Sheet. © 27Feb51; KK59386.

ATLAS DUPLICATING AND MANUFACTURING CORPORATION ©.

We serve the world. Atlas stencil mimeograph paper. Label. © 21Jun51; KK63127.

ATLAS MINERAL PRODUCTS COMPANY ©.

Atlas permanent acid, alkali, solvent, grease proof industrial floors. Pamphlet. (Bull. 3-1) © The Atlas Mineral Products Co.; 19Dec50 (in notice: 1951); KK57048.

Hydrorings, a rubber ring packing for bell and spigot cast iron pipe. Tegul-Mineralead. Sheet. (Bull. no. M10-5) © The Atlas Mineral Products Co.; 20Mar51; KK60443.

Tegul-Ampco sewer joint compound. The original plasticized hot melt sulfur compound, for making permanent root resistant joints for vitrified clay or concrete pipe. Sheet. (W-3A) © The Atlas Mineral Products Co.; 13Feb51; KK58450.

Tegul-Mineralead; the original and universally accepted plasticized hot melt sulfur compound joint for bell and spigot cast iron water pipe. Sheet. (M10-1A) © The Atlas Mineral Products Co.; 13Feb51; KK58451.

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New low prices on hard to get items. (Office equipment, watches and miscellaneous) Folder. © 12Apr51; KK61520.

ATLAS SUPPLY COMPANY ©.

How to start on the button in zero weather. Atlas. [From Saturday evening post, Oct. 18, 1950] (Batteries) Sheet. © 18Oct50; KK57444.

I got a new tire for only $1.25. Atlas tires. [From the Saturday evening post, Mar. 3, 1951] Sheet. © 28Feb51; KK60049.

I have to keep going in all sorts of weather. Atlas tires. [From the Saturday evening post, Jan. 27, 1951] Sheet. © 24Jan51; KK60047.

I have to roll when the news is hot, says George P. Saunders of Bowling Green, Ky. (Atlas tires) Sheet. © 28Mar51; KK61639.

I was racing nightfall in the Canadian Rockies. Atlas tires. [From Country gentleman, Jan. 1951, p. 15] Sheet. © 27Dec50; KK60048.

Join the Atlas tire round-up for long-range ridin'. [From the Saturday evening post, Apr. 28, 1951] Sheet. © 25Apr51; KK61902.

38,000 Atlas tire dealers serving motorists everywhere. Sheet. © 30May51; KK62564.

When it's life or death, I travel fast, says this Ohio doctor. Atlas tires, batteries, accessories. Sheet. © 23May51; KK62566.

ATOMIC HOSIERY SAVER COMPANY OF AMERICA ©.

Atomic hosiery saver; make your hosiery last much longer. (Chemicals) Label. © 12Jan51; KK57896.

AUERBACH, DAVE ©

Method of fastening food wafer to bird cage. Label. © 30Apr51; KK62310.

AURORA EQUIPMENT COMPANY. Equipto Division ©.

Here's a new sales take-off. Equipto drawer units. Folder. © 2Apr51; KK61458.

The world's finest Equipto steel drawer-units. Label. © 2Apr51; KK61459.

AUSTIN PRODUCTIONS.

Hansel & Gretel in beautiful color. A children's theatre screen production. (Motion picture) Folder. © B. Otto Austin, jr., d.b.a. Austin Productions; 7Mar51; KK61331.

AUTHORIZED T-V SERVICE CLUBS, INC. ©.

Announcing a new amazing money saving service for television owners! [From The Chicago sun-times, Sept. 17, 1950, p. 50] (Television repair service) Sheet. © 17Sep50; KK57845

Announcing an amazing new service for television owners! (Television repair service) Folder. © 15Oct50; KK57846.

AUTO SPECIALTIES MANUFACTURING COMPANY ©.

Ausco 80 cast alloy steel crankshafts for modern motors. Folder. (1M-50-12) © 4Jan51; KK58389.

Ausco introduces Bosco, new 1 1/4 ton curb jack. [From Super service station magazine, Nov. 1950, p. 56-57] (Automotive jacks) Sheet. © 5Nov50; KK59931.

Ausco introduces Bosco new 2500 pound curb jack. [From Motor age, Jan. 1951, p. 148-149] Sheet. (R-5317R) © 5Jan51; KK60027.

Auto Specialties presents the Lambert disc brake and Lambert disc clutch. 4 folders. © 4Jan51; KK58511.

Automotive jacks by AUSCO. Folder. © 2Jan51; KK58098.

Blown-out tire, blown-out tempers, another golden opportunity to sell a Saf-Lift jack. Ausco jacks. [From Motor age, Oct. 1950, p. 158-159] Sheet. © 5Oct50; KK58704.

Drednaut automotive jacks for every car, truck and service need. [Catalog] Pamphlet. © 1Feb51; KK58403.

An infinite variety of design cast alloy steel crankshafts by Ausco. [From Automotive industries, Nov. 15, 1950, p. 146] Sheet. © 10Nov50; KK58705.

Proven quality control sets new casting standards. Ausco. [From Automotive industries, Dec. 1, 1950, p. 79] (Crankshafts) Sheet. (B-5286R) © 26Nov50; KK60026.

What every farmer should know. (Ausco Lambert double-disc tractor brakes) Folder. © 16Apr51; KK61197.

AUTOCLAVE ENGINEERS, INC. ©.

Standard 1-gallon medium pressure autoclave. 3 p. (4151) © 12Apr51; KK60567.

AUTOMATIC WASHER COMPANY ©.

This washer is different! Laundry Queen. [From Electrical merchandising, May 1951, p. 159] (Electric washing machines) Sheet. © 1May51; KK63070.

This washer is different. Laundry Queen amazing invertible agitator ... [From Electrical merchandising, Mar. 1951, p. 145] Sheet. © 1Mar51; KK61137.

This washer is different. Laundry Queen full view wringer ... [From Electrical merchandising, Apr. 1951, p. 109] Sheet. © 1Apr51; KK61136.

AUTOMOTIVE AND MARINE PRODUCTS CORPORATION ©.

Ampco approved lubricant for improved auxiliary engine lubrication with the Ampco Vapor Lubricator. Sheet. © 15Mar51; KK59768.

Engineered auxiliary lubrication. Ampco vapor lubricator. Folder. © 30Dec50; KK58487.

Lubrication for the hottest, driest, busiest, part of an engine. Vapor Ampco lubricator. Folder. © 31Jan50; KK59689.

Se está Ud. Perdiendo algo. Vapor Ampco lubricator. Folder. © 20Feb51; KK59170.

You're missing something; for the life of your engine, Ampco vapor lubricator. Folder. © 29Nov50; KK57497.

AUTOMOTIVE RESEARCH ©.

The Blue Glaze finish. (Automotive finish for vehicle bodies) Label. © 9Apr51; KK62320.

AVCO MANUFACTURING CORPORATION. Crosley Division ©.

Crosley preliminary television service information. (Television receivers) Folder.

Bull. no. 413 (Supplement A) © 11Dec50; KK57051.

Bull. no. 425. © 8Feb51; KK60607.

Bull. no. 428. © 5Mar51; KK59437.

Bull. no. 429. © 27Mar51; KK60417.

Bull. no. 430. © 13Apr51; KK61397.
Bull. no. 431. © 13Feb51; KK61399.

Crosley radio service information. (Radio receiving sets)

Bull. no. 419 (rev.) Folder. © 26Feb51; KK61398.

Bull. no. 423. Pamphlet. © 6Jan51; KK57735.

Bull. no. 426. Pamphlet. © 6Feb51; KK60438.

Bull. no. 432. Pamphlet. © 7May51; KK62041.

AVON COSMETICS ©.

And Avon cosmetics give such natural beauty. [From Good housekeeping, Feb. 1951, p. 187] Sheet. © 20Jan51; KK59606.

And Avon cosmetics have such a heavenly fragrance. [From Good housekeeping, Mar. 1951, p. 136] Sheet. © 15Feb51; KK60743.

And Avon face powder is simply wonderful. Faithfully, Mrs. Ronald Colman. [From Good housekeeping, July 1951, p. 37] (Cosmetics) Sheet. © 15Jun51; KK62930.

And Avon lipsticks first won my admiration. Cordially, Mrs. James Stewart. [From Good housekeeping, May 1951, p. 161] (Cosmetics) Sheet. © 15Apr51; KK62928.

And Avon perfumes have won me completely. Sincerely, Helen Hayes. [From Good housekeeping, June 1951, p. 153] (Cosmetics) Sheet. © 15May51; KK62929.

And Avon's toiletries win my vote. Sincerely, James Stewart. [From Good housekeeping, May 1951, p. 160] (Cosmetics) Sheet. © 15Apr51; KK62931.

And I think Avon lipsticks are sensational. [From Good housekeeping, Apr. 1951, p. 146] Sheet. © 15Mar51; KK59607.

B

B. W. B. FOODS, INC. ©.

Grandma Brown's country kitchen style bean soup. Label. © 30Aug50; KK62256.

Grandma Brown's home style baked beans with pork. Label. © 14Jun50; KK62257.

BABB, Gordon A., d.b.a. Ace Products. SEE Ace Products.

BABBITT (B. T.) INC. ©.

Glim your dishes. It's the new liquid way. Get liquid Glim today. (Dish cleanser) Sheet. © 25Jan51; KK59567.

No sink smog with brighter-whiter Bab-O. (Household cleanser) Sheet. © 18Feb51; KK59566.

BABEE-TENDA CORPORATION.

Fragile, handle with care. Babee-Tenda. (Baby furniture) Folder. © The Babee-Tenda Corp.; 11Jan51; KK57874.

I just caught baby in the nick of time. Babee-Tenda. [From American baby, p. 22] (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Apr51; KK60728.

I want to protect my baby in the new ExTenda leg model Babee-Tenda. Sheet. (B59-151) © The Babee-Tenda Corp.; 19Jan51; KK57708.

Precious; handle with care. Babee-Tenda, the tumbleproof safety chair. (Infant furniture) Sheet. © The Babee-Tenda Corp.; 1Feb51; KK58460.

BABSON BROTHERS COMPANY ©.

No calf, no man, no machine can do a satisfactory, complete and safe job at milking cows without Tug and Pull. Surge siphon. (Dairy farm equipment) Folder. (F-9165) © 6Sep50; KK58634.

Surge service is not perfect but we sincerely believe that it is very, very much better than the second best. [From Electricity on the farm, Dec. 1949, back cover p.] (Dairy farm equipment) Sheet. (920) © 1Dec49; KK58633.

Surge Surcingle Breaker Cup. (Dairy farm equipment) Folder. © 19Mar51; KK62805.

Tomorrow's system of milking, today. [From Washington farmer, Apr. 6, 1950, back cover] (Dairy farm equipment) Sheet. © 6Apr50; KK58635.

BADER, G. E. ©.

The retractile television antenna mast assembly. Sheet. © 23May50; KK58549.

BAILEY, GREEN AND ELGER, INC. ©.

B.G.E. has the answer for spring suits, an Easter parade of buttons. [From Notion and novelty review, Mar. 1951, p. 2] Sheet. © 25Feb51; KK59767.

B.G.E. puts the icing on the cake. [From Butterick pattern book, early summer, 1951, p. 4] (Buttons) Sheet. © 20Mar51; KK61082.

B.G.E. puts the icing on the cake. [From Vogue pattern book, spring 1951, p. 68] (Buttons) Sheet. © 5May51; KK61079.

Big boost for the button boom. B.G.E. Originales. [From Notion and novelty review, Aug. 1950, p. 2] Sheet. © 25Jul50; KK58870.

Buttons by B.G.E. for that last smart touch. [From Simplicity pattern book, summer 1951, p. 81] Sheet. © 20Mar51; KK61081.

Buttons for interest. [From McCall pattern book, summer 1951, p. 69] Sheet. © 10Mar51; KK61080.

Buttons, fresh as springtime. [From Notion and novelty review, Jan. 1951, p. 2] Sheet. © 25Dec50; KK60742.

Buttons make the dress. [From Butterick pattern book, Midsummer 1951, p. 59] Sheet. © 20May51; KK62849.

Buttons make the dress. [From McCall pattern book, vacation 1951, p. 33] Sheet. © 10May51; KK62853.

Buttons make the dress. [From Simplicity pattern book, vacation 1951, p. 59] Sheet. © 20May51; KK62852.

Buttons make the dress. [From Vogue pattern book, early summer 1951, p. 66] Sheet. © 5May51; KK62850.

Cute tricks with buttons. [From Vogue, Mar. 15, 1951, p. 41] Sheet. © 15Feb51; KK61083.

Highlights from BGE's fall showing. [From Notion & novelty review, June 1951, p. 2] (Buttons) Sheet. © 25May51; KK62851.

Vogue readers will study this page. [From Notion and novelty review, Feb. 1951, p. 2] (Buttons) Sheet. © 25Jan51; KK60741.

BAKER-BRITT CORPORATION ©.

How to properly prune and plant your nursery stock. Folder. © 16Apr51; KK63148.

BALDWIN-LIMA-HAMILTON CORPORATION ©.

Baldwin model MD-2 recorder. Folder. (330) © 14Feb51; KK58650.

Baldwin SR-4 Torquemeter. 8 p. (Bull. 328) © 25Apr51; KK61199.

Baldwin SR-4 Torquemeter. Pamphlet. (328) © 16Feb51; KK58651.

Baldwin type "P" SR-4 load cell. Sheet. (Bull. 325) © 25Apr51; KK61202.

Baldwin type U-1 SR-4 load cell. Sheet. (324) © 30Mar51; KK60730.

Testing topics. (Testing equipment) Pamphlet. Jan.-Mar. 1951. © 1Apr51; KK60731.

BAL-EN PRODUCTS.

Bal-En, best by test. (Bob pins) Label. © William H. Rothe, t.a. Bal-En Products; 10Oct50; KK58775.

BALL BROTHERS COMPANY ©.

Eat better, spend less. Ball Vacu-seal dome lid. [From the Arkansas farmer, May 1951, p. 19] (Fruit jars and supplies) Sheet. © 1May51; KK61906.

Eat better, spend less! Can at home with easy-to-test Ball Dome lids, they're best. [From Parade, June 10, 1951, p. 15] (Fruit jars, caps, lids and rubbers) Sheet. © 10Jun51; KK62892.

Shop early in the week for home-canning needs, can with Ball Dome lids, they're best-so easy to test. [From This week magazine, June 17, 1951, p. 25] (Fruit jars, caps, lids and rubbers) Sheet. © 16Jun51; KK62904.

BALLANTINE (P.) AND SONS ©.

Ballantine Lager beer. 3 can Karry Kit. Label. © 15Dec50; KK58288.

Ballantine XXX ale. 3 can Karry Kit. Label. © 15Dec50; KK58284.

Ballantine's beer. Export light. Label. © 28Dec50; KK58285.

Ballantine's beer. Export light. (12 ounce steinie bottle) Label. © 30Nov50; KK58287.

Ballantine's XXX ale. (12 ounce bottle) Label. © 18Dec50; KK58286.

BALSA COMPANY FACTORIES ©.

Why a sliding casting bob? Slip corks, cast floats. (Fishing float) Sheets. © 18Jan51; KK57750.

BANKER (R. C.) AND COMPANY ©.

New billboard of the month. (Furniture) Folder. © 14Feb51; KK58756.

Spring fashion show. (Furniture) Pamphlet. © 16Mar51 (in notice: 1950); KK60301.

Spring festival of furniture values. Sheets. © 20Feb51; KK58755.

Spring furniture sale. Thrilling spring sale offer, 32 pc. hand painted dish set. Folder. © 20Feb51; KK58754.

A thrilling offer especially for you. (Furniture) Folder. © 12Mar51 (in notice: 1950); KK60302.

BANKERS LIFE AND CASUALTY COMPANY ©.

Any of your neighbors here? (Insurance) Folder. © 5Jan51 (in notice: 1950); KK57264.

Are all 4 White Cross arms protecting you? (Insurance) Sheet. © 25Apr51; KK61542.

Confidential to women only. (Insurance) Folder. © 17Apr51; KK60948.

Could you afford to lose 10 o/o of your 1951 income? (Insurance) Folder. © 18May51; KK62082.

Could you use a check for $675.00? The White Cross plan. (Insurance) Folder. © 13Apr51; KK60829.

Did you? The White Cross plan. (Insurance) Folder. © 30Jan51; KK58181.

Do you belong? (Insurance) Folder. (TM130) © 10Apr51; KK60547.

Don't clip the coupon if you are over 65. (Insurance) Folder. (TM-127) © 28Mar51; KK60385.

Each year it happens to 2, but 1 will be in the red. (Insurance) Folder. © 29May51; KK62619.

Everything will be fine if ... (Insurance) Folder. © 8May51; KK62470.

Free new automatic selector guide. The White Cross plan insurance. Folder. © Bankers Life & Casualty Co. (in notice: Bankers Life & Casualty Insurance Co.); 2Jan51 (in notice: 1950); KK57562.

Get into this picture. (Insurance) Folder. © 28May51; KK62992.

Going places? (Insurance) Folder. © 1Jun51; KK62415.

Helen Benson. To the lady of the house. (Insurance) Folder. © 16Mar51; KK59668.

The horrible fate of Henry Hindsight. White Cross medical plan. (Insurance) Folder. © 2Mar51; KK59543.

Hospital expense has two heads, but our White Cross Plan will stretch your premium dollar. (Insurance) Sheet. © 26Jan51; KK58104.

An invitation. Any of your neighbors here? The White Cross plan. (Insurance) Folder. © 15Jan51 (in notice: 1950); KK57612.

An invitation. You'll like these features of White Cross protection. (Insurance) Folder. © 15Jan51 (in notice: 1950); KK57611.

Keep your savings in your bank. White Cross Plan. (Insurance) Folder. (TM-126) © 14Mar51; KK59669.

Let us be your rich uncle. The White Cross plan. (Insurance) Folder. © 23May51; KK62509.

Mr. Sarsfield was happily surprised. (Insurance) Folder. © 7May51; KK61997.

A penny for your thoughts. The White Cross Plan. (Insurance) Sheet. © 15Feb51; KK58735.

Special, appendix removed, 40¢. White Cross Plan. (Insurance) Folder. © 8Mar51; KK59404.

They say tell us the day you were born and we will tell you a secret! (Insurance) Folder. © 6Apr51; KK60869.

This may be your lucky day. The White Cross plan insurance. Folder. © 25Jan51; KK58367.

To the lady of the house. (Insurance) Folder. © 1Mar51; KK59156.

29 [minus] 2 = ___ The White Cross plan. (Insurance) Folder. © 1Feb51; KK58546.

Which will it be? The White Cross plan. (Insurance) Folder. © 24May51; KK62508.

Will you be our dinner guest? White Cross Plan. (Insurance) Folder. © 16Mar51; KK59670.

You be the judge. (Insurance) Folder. (TM-128) © 2Apr51; KK60349.

BAR MART, INC.

No extra charge for delivery of mail orders. (Bar accessories) Folder. © The Bar Mart, inc.; 4Apr51; KK62021.

BARBOUR, Carl Curtis, d.b.a. Barbour's Professional Opticians. SEE Barbour's Professional Opticians.

BARBOUR'S PROFESSIONAL OPTICIANS.
Continuous vision lenses. [From the Houston chronicle, Jan. 24, 1951, sect. B, p. 4] (Ophthalmic and spectacle lenses) Sheet. © Carl Curtis Barbour, d.b.a. Barbour's Professional Opticians; 24Jan51; KK58627.

BARKER, Jack, d.b.a. Barker's Dairy and Creamery. SEE Barker's Dairy and Creamery.

BARKER'S DAIRY AND CREAMERY.
Join Barker's treasure hunt. (Milk) Poster. © Jack Barker, d. b. a. Barker's Dairy and Creamery; 16Apr51; KK61776.

BARLAND WEATHERSTRIP MATERIAL COMPANY.
Barland Weatherstrip Material Co. manufacturers of fine metal weatherstrips. Pamphlet. © Elmer Barringer, d.b.a. Barland Weatherstrip Material Co.; 22Dec50; KK57032.

BARRY (J. R.) AND SONS ©.
Tornado brand. (Insecticides) Label. © 7Jun51; KK62616.

BARRY-WEHMILLER MACHINERY COMPANY ©.
Super "National" bottle cleaners with internal brushing or high pressure rinsing. 16 p. (88) © 1Sep50 (in notice: 1946); KK56953.

BARTON, INC. ©.
Abraham Lincoln's birthday; George Washington's birthday. (Confectionery) Label. © 7Feb51; KK58291.

Bartonettes, continental miniatures. Masterpieces in chocolate. Label. © 5Mar51; KK59319.

Barton's bonbonniere musical grager. (Candy) Label. © 27Feb51; KK59048.

Be my valentine; Barton's milk chocolate heart. Label. © 17Jan51; KK58077.

Famous Barton's bonbonniere assortments. (Candy) Folder. © 5Jun51; KK62612.

Gay Purim gifts by Barton's. (Candy) Folder. © 21Feb51; KK58762.

Hamantaschen. (Candy) Label. © 28Feb51; KK59172.

Heartfuls of chocolate for your valentine. (Candy) Folder. © 22Jan51; KK58075.

Lollycones. Barton's. (Candy) Label. © 30Mar51; KK60089.

Me to you. Barton's bonbonniere; famous for continental chocolates. Sheet. © 22Dec50; KK57256.

The story of Purim. Bartons Bonbonniere. (Candy) Folder. © 27Feb51; KK59045.

Swissiana. Swiss chocolate. Label. © 27Mar51; KK60030.

BASSETT (W. E.) COMPANY.
For steady profits offer Trim. [From Modern sundries, June 15, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 15Jun50; KK57215.

Get your slice of profits. Trim. [From Pacific drug review, May 1, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 1May50; KK57214.

Hands across your counter. Trim. [From North Western druggist, June 5, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 5Jun50; KK57213.

Is this spot hot? Trim. [From the Retail tobacconist, Sept. 14, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 14Sep50; KK57209.

Profits are made from - Trim. [From the Retail tobacconist, Nov. 23, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 23Nov50; KK57210.

Trim offers features that boost your profits. [From the Tobacco jobber, Sept. 25, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 25Sep50; KK57208.

Trim offers profits plus proven consumer acceptance. [From the Tobacco leaf, Dec. 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 2Dec50; KK57211.

Trim points the way to steady profits. [From Tobacco jobber, May 1, 1950] (Nail clipper) Sheet. © The W. E. Bassett Co.; 1May50; KK57216.

Trim quality guarantees customer satisfaction. [From Drug topics, Apr. 10, 1950] (Nail clippers) Sheet. © The W. E. Bassett Co.; 10Apr50; KK57212.

BATHE, CHARLES GORDON ©.
Bathe's Bar-Be-Cue bag potato chips. Label. © 1Jun51; KK62708.

Hey kids! Work this puzzle and be a funny clown. (Potato chips, popcorn) Card. © 25May51; KK62993.

Hickory Smoked corn chips. Label. © 15Mar51; KK59731.

BATTLE CREEK EQUIPMENT COMPANY ©.
How to use your Battle Creek Exerow. (Exercising machines) 8 l. © 28Dec50; KK60652.

BAUM IRON COMPANY.
Baum Iron, weight chart. (Steel bars and weights) Poster. © The Baum Iron Co.; 16Feb51; KK58811.

BAUMANN, LUDWIG ©.
Home news; LB, Ludwig Baumann. (Furniture, carpets, housewares) Pamphlet. © 30Mar51; KK60578.

Spring 1951. LB. 3-piece cape-and-suiter. (Clothing and jewelry) Pamphlet. © 26Feb51; KK59116.

BAUMANN (LUDWIG) AND COMPANY ©.
Private sale. Preferred customers only. Savings up to 50 o/o. (Furniture, carpet) Folder. © 12Jan51; KK58252.

BAUSLIN, LESLIE FINLEY ©.
The story of Santa Fe's, a superb quality Les Bauslin candy. Folder. © 3Feb51; KK58521.

BEATRICE FOODS COMPANY ©.
Beatrice Cooke, author of "Mealtime adventures" gives you her prize recipe. [From McCall's, Apr. 1951, p. 102] (Food products) Sheet. © 25Mar51; KK60679.

Beatrice Cooke, author of "Mealtime adventures" gives you this prize recipe: Chocolate mint frost. [Beatrice Cooke; three glasses chocolate mint frost; Beatrice label; Meadow Gold products. From McCall's, June 1951, p. 92] (Food products) Sheet. © 25May51; KK62555.

Beatrice Cooke's mealtime adventures. (Food products) Sheet.

[Beatrice Cooke, boy and girl with drink ... From the Saturday evening post, Apr. 21, 1951, p. 65] © 21Apr51; KK61525.

[Beatrice Cooke, cherry crisp with ice cream ... From the Saturday evening post, Feb. 17, 1951, p. 64] © 14Feb51; KK59028.

[Beatrice Cooke, cottage cheese & chives omelet ... From Ladies' home journal, Feb. 1951, p. 147] © 27Jan51; KK58313.

[Beatrice Cooke, prune cottage cheese salad ... From Ladies home journal, May 1951, p. 158] © 27Apr51; KK61524.

For tea table talk. [Illus: Beatrice Cooke; group having tea; rabbit; Chinese chef, etc. From Ladies' home journal, Mar. 1951, p. 152] © 27Feb51; KK59229.

Sunday night suppers are cozy. [Photo of author, 3 cartoons, plate of pancakes] © 17Jan51; KK57745.

This week: Butterscotch bread, cheese-and-shrimp casserole. [Photo of author, two cartoons, casserole] © 14Mar51; KK60058.

BECHHOFER BROTHERS, INC. ©.
Royal cocinas, hornos de kerosene. (Stoves and broilers) 11 p. © 16Apr51; KK60842.

BECK, C. O. ©.
Manor large enriched bread. Label. © 26Feb51; KK62134.

BECTON, DICKINSON AND COMPANY ©.
B-D plastic tubing. (Plastic tubing for hypodermic injections) Folder. © 25Jun51; KK63136.

B-D Sana-Lok bulb syringe with Luer-Lok tip connection. No. 3600. Sheet. © 16Apr51; KK61759.

B-D sedimentation tubes. (Diagnostic instrument) Folder. (D5075) © 11Jan51 (in notice: 1950); KK58187.

B-D sphygmomanometers (mercurial) (Blood pressure instruments) Folder. (D5000) © 21Feb51 (in notice: 1950); KK58812.

Jarcho Pressometer for uterosalpingography. [Medical instrument] Folder. (D5335) © 18Jan51 (in notice: 1950); KK58186.

The new B-D metal catheter tip syringe. No. 52C. Sheet. (CTS1) © 23Feb51; KK58814.

Sufficient and satisfactory blood specimens when you use the B-D Vacutainer. (Blood specimen tube) Folder. (N37) © 23Feb51; KK58813.

BEECHER, Henry J. and Katharine J. Beecher, composing the firm Katharine Beecher. SEE Beecher, Katharine, firm.

BEECHER, KATHARINE, firm.
Katharine Beecher butter mints. Label. © Katharine Beecher, a firm composed of Katharine J. Beecher & Henry J. Beecher; 15Dec50; KK59434.

BEECH-NUT PACKING COMPANY ©.
Beech-Nut cooked barley cereal for babies. Label. © 17Apr51; KK61775.

Beech-Nut gum, peppermint flavor. Label. © 24Apr51; KK61432.

Beech-Nut Mello Fruit Beechies. 2. (Chewing gum) © 12Jan51; KK58281.

Beech-Nut Mello Fruit Beechies. 12. (Chewing gum) Label. © 6Oct50; KK58280.

Beech-Nut Mello-Mint gum. Label. © 1May51; KK61774.

Beech-Nut Menta Beechies. [2 pastillas] (Chewing gum) Label. © 28Aug50; KK57065.

Beech-Nut Menta Beechies. [12 pastillas] (Chewing gum) Label. © 28Aug50; KK57067.

Beech-Nut Ricafruta Beechies. [12 pastillas] (Chewing gum) Label. © 23Aug50; KK57068.

Beech-nut Ricafruta Beechies. [2 pastillas] (Chewing gum) Label. © 23Aug50; KK57066.

BELLOWS AND COMPANY, INC. ©.
Field Trial; Kentucky straight bourbon whiskey. Label. © 20Apr51; KK61550.

BELT CORPORATION ©.
Belt briefs. (Portable farm elevators) Sheet. © 20Apr51; KK61239.

BENEFICIAL PRODUCTS, INC. ©.
Gynesyx, 6 germicides for vaginal use. (Drug compound) Pamphlet. © 24Feb51; KK59047.

BERKLEY, JOAN ©.
Take it from us, the TV service that's 1/4 of a century old. Friendly Television, inc. Du Mont. (Television service cleaning tissue) Folder. © 3Mar51; KK60628.

BERMAN, GERALD, owner, Reliance Container Co. SEE Reliance Container Company.

BERMAN, Albert S., Max L. Berman and Martin M. Berman, composing the copartnership of Solomon I. Berman. SEE Berman, Solomon I.

BERMAN, Martin M., Albert S. Berman and Max L. Berman composing the co-partnership of Solomon I. Berman. SEE Berman, Solomon I.

BERMAN, Max L., Martin M. Berman and Albert S. Berman, composing the copartnership of Solomon I. Berman. SEE Berman, Solomon I.

BERMAN, SOLOMON I.
Bags of extra dollars for you. (Burlap and cotton bags) Folder. © Solomon I. Berman, co-partnership composed of Martin M. Berman, Albert S. Berman & Max L. Berman; 31Mar51; KK61470.

BERSWORTH CHEMICAL COMPANY ©.
The modern chelating agent, Versene. Pamphlet. (Technical bull. no. 1) © 9Jul49; KK62676.

BESSLER DISAPPEARING STAIRWAY COMPANY.
Bessler disappearing stairways. Folder. (400) © The Bessler Disappearing Stairway Co.; 31Oct50; KK58416.

BEST AND COMPANY, INC. ©.
Afraid of lions? Our Liliputian Bazaar ... toy lion. Handmade ... coat and cap set of rayon crepe. [From the New York times, Mar. 27, 1951, p. 6] Sheet. © 27Mar51; KK60234.

The answer to a mother's prayer. [From New York herald-tribune, May 1, 1951, p. 5] (Children's clothes) Sheet. © 1May51; KK61336.

Made for each other, Best & Co. and you, envied success sisters. [From the New York times, Mar. 14, 1951, p. 6] (Women's clothing) Sheet. © 14Mar51; KK59697.

Success Sisters love that store. Made exclusive. [From New York herald tribune, Apr. 8, 1951, p. 5] (Ladies' blouses) Sheet. © 8Apr51; KK60442.

We're the store in your life, Success Sisters. [From New York herald tribune, Mar. 25, 1951, p. 5] (Dresses, accessories, etc.) Sheet. © 25Mar51; KK60241.

Wheels of progress. [From New York herald tribune, Apr. 12, 1951, p. 7] (Baby carriages) Sheet. © 12Apr51; KK60559.

You have to hand it to us. Liliputian Bazaar. [From the New York herald-tribune, Mar. 14, 1951, p. 5] (Children's clothing) Sheet. © 14Mar51; KK59698.

BEST FOODS, INC.
Another great first for Nucoa. (Margarine) Sheet. © The Best Foods, inc.

[From Los Angeles times, Jan. 29, 1951, p. 15, pt. 1] (N-7665) © 29Jan51; KK58558.

[From the Mirror, Los Angeles, Jan. 29, 1951, p. 35] (N7681) © 29Jan51; KK58559.

Get set for something marvelous: new sunshine-flavor Nucoa. (Margarine) Sheet. © The Best Foods, inc.

[From Los Angeles daily news, Jan. 25, 1951, p. 17] (N-7678) © 25Jan51; KK58557.

[From Los Angeles times, Jan. 25, 1951, p. 5, pt. 3] (N-7660) © 25Jan51; KK58555.

[From the Mirror, Los Angeles, Jan. 25, 1951, p. 39] (N-7679) © 25Jan51; KK58556.

BESTWAY STORES, INC. ©.
It's free. Ends payment worries. Payment protection plan. (Television sets) Sheet. © 6Dec50; KK58397.

BETTER-BILT DOOR COMPANY ©.
What every builder should know. Better-Bilt sectional over head doors. Folder. © 25Oct50; KK61472.

BETTER LIVING, INC. ©.
And no aluminum, that's positively final. Triad Automatic-Shift Triple -Track storm windows. [From the Philadelphia inquirer, Mar. 11, 1951, p. 12 S a] Sheet. © 11Mar51; KK59730.

Mitchell set out to make America's marvel-unit; so like a breeze, out went a cool million. [From the Philadelphia inquirer, June 3, 1951, p. 16 sport sect.] (Room air conditioner) Sheet. © 3Jun51; KK62402.

BEURMANN-MARSHALL METAL CRAFTS, INC. ©.
Chevrolet, merry Christmas. (Motor cars) Card. © 1Jun50; KK59829.

Chrysler, greetings, Plymouth; best wishes for Christmas and the New Year. (Motor cars) Card. © 1Jun50· KK59826.

DeSoto, Christmas greetings, Plymouth. (Motor cars) Card. © 1Jun50; KK59825.

Dodge, Plymouth; merry Christmas. (Motor cars) Card. © 1Jun50; KK59824.

Ford, seasons greetings; best wishes for the New Year. (Motor cars) Card. © 1Jun50; KK59827.

Greetings. [Hand and holly] (Motor cars) Card. © 1Jun50; KK59828.

BEYER, EARL D. ©.
Nob Hill, chicken a la king. Label. © 3May51; KK62219.

BIERIG, HENRY J. and Erich Wagner, composing the firm of Master Bronze Powder Company. SEE Master Bronze Powder Company.

BIG FOUR INDUSTRIES, INC. ©.
Henderson tire changer for 1950 includes these new features. Sheet. © 1Mar50 (in notice: 1949); KK58211.

BILMAR SPECIALTIES COMPANY.
Dynamiles adds mileage, removes carbon, eliminates ping, absorbs water. (Gasoline additive) Label. © Bilmer Specialties Co., William F. Hess, sole owner; 15May51; KK63054.

BIRD AND SON, INC. ©.
Jane Stacy; Navajo's, styled made in Maine. (Shoe carton) Label. © 1Dec50; KK58112.

BIRDS Eye Snider Division, General Foods Corporation. SEE General Foods Corporation. Birds Eye Snider Division.

BIRREN, Faber.
Color by Corning for electrical advertising. KK62373. SEE Corning Glass Works.

BLACK ROCK CORPORATION ©.
Black Rock. (Cheese) Label. © 28Feb51 (in notice: 1950); KK59636.

BLATZ BREWING COMPANY ©.
Blatz Culmbacher Milwaukee dark beer. (Bottled beer) Label. © 20Dec49; KK62884.

Blatz Milwaukee dark brew. (Bottled beer) Label. © 24Jan51; KK62883.

First Christmas cards of the season. Blatz, Milwaukee's finest beer. [From Beer distributor, Dec. 1950, p. 31] Sheet. © 1Dec50; KK57185.

I lived in Milwaukee, I ought to know; Blatz is Milwaukee's finest beer. Sheet.

Alfred Lunt. [From American Legion magazine, Jan. 1951, inside front cover] © 1Jan51; KK58682.

I'm from Milwaukee, I ought to know. Blatz beer. Sheet.

Alfred Lunt. [From Chain store age, Feb. 1951, p. 43] © 1Feb51; KK59819.

Alfred Lunt. [From Cue, Jan. 20, 1951, p. 23] © 20Jan51; KK57740.

Dan Duryea. [From Chain store age, Mar. 1951, p. 54] © 1Mar51; KK61071.

Guy Crippen. [From Collier's, Apr. 7, 1951, p. 49] © 30Mar51; KK60173.

Guy Crippen. [From Cue, Apr. 14, 1951, p. 21] © 13Apr51; KK61070.

Pamela Britton. [From American Legion magazine, Mar. 1951, p. 4 of cover] © 1Mar51; KK59820.

Pamela Britton. [From Cue, Mar. 17, 1951, p. 17] © 17Mar51; KK59818.

Pat O'Brien. [From Chain store age, May 1951, p. 16] © 1May51; KK62090.

I've been in Milwaukee, I ought to know, Blatz is Milwaukee's finest beer. Sheet.

E. Simms Campbell. [From Ebony, Feb. 1951, p. 89] © 2Jan51; KK60245.

Fred O'Neal. [From Ebony, Mar. 1951, p. 33] © 5Feb51; KK60243.

George Sanders. [From American Legion magazine, May 1, 1951, p. 3 of cover] © 1May51; KK62089.

George Sanders. [From Cue, May 12, 1951, p. 3] © 11May51; KK62088.

Josh White. [From Ebony, Apr. 1951, p. 77] © 5Mar51; KK60244.

BLOOM (ROY M.) INC. ©.
Enjoy air-conditioned cool comfort, for only $12.95. Sea-Breeze window ventilator fan. RMB quality promotions. Sheet. © 28Mar51; KK60505.

BLOOM (ROY M.) INC. ©. Cont'd.

Enjoy air-conditioned cool comfort. $29.95. Sea-Breeze window ventilator fan. RMB quality promotions. Sheet. © 28Mar51; KK60506.

BLUMENTHAL (B.) AND COMPANY, INC. ©.

Famous for quality. Famous for fashion. (Buttons) Label. © 9Jan51; KK57800.

There's no trick to selling buttons by Le Chic. Label. © 9Jan51; KK57260.

BOLLER BEVERAGES, INC. ©.

Boller extra dry pale dry ginger ale. Label. © 5Dec50; KK61710.

Boller quality cream soda. (Carbonated beverages) Label. © 5Oct50; KK61709.

Boller quality lemon sparkling beverage. Label. © 20Mar51 (in notice: 1950); KK62011.

Boller quality orange sparkling beverage. Label. © 26Sep50; KK61708.

Boller quality wild cherry sparkling beverage. Label. © 7Sep50; KK61711.

BONBON CORPORATION OF CALIFORNIA ©.

Bon Bon ice cream. Label. © 20Feb51 (in notice: 1950); KK58774.

BONDED BRAKE LINING SALES COMPANY.

Shur-Stop bonded brake shoes. 18 p. © Bonded Brake Lining Sales Co., division of Leanse Auto Supply, inc.; 15Jan51; KK60662.

BONDED DIAMOND DEALERS OF AMERICA, INC. ©.

Bonded Diamond Dealers of America, inc. Lester's in Corpus Christi ... Bonded diamonds. Sheet. © 1May51; KK61672.

BOOTH FROZEN FOODS CORPORATION ©.

Grape juice. Label. © 15Jan51; KK58625.

Tomato juice. Label. © 15Jan51; KK58626.

BORDEN COMPANY.

And I say, today's wife is a better housewife. Elsie, the Borden cow. [From Chicago herald-American, Mar. 14, 1950, p. 11] (Cottage cheese) Sheet. (222) © The Borden Co.; 14Mar50; KK59131.

Aren't women really franker than men? Asked Elsie, the Borden cow. [From American weekly, Oct. 22, 1950, p. 35] (Coffee) Sheet. © The Borden Co.; 22Oct50; KK62130.

The Borden Company annual report, 1949. (Dairy products) 24 p. © The Borden Co.; 14Mar50; KK61146.

Borden quarterly memo to stockholders. (Milk) Folder. © The Borden Co.; 20Dec50; KK61148.

Borden's instant mix for hot chocolate. Label. © The Borden Co.; 15Nov50; KK62129.

Bremil; powdered infant food. Borden's. Label. © The Borden Co.; 27Mar51; KK61152.

But housewives are, too, business managers. Borden's. (Milk products) Sheet. (250) © The Borden Co.; 17Oct50; KK61151.

But Thanksgiving wouldn't be the same without turkey. Borden's egg nog and whipping cream. Sheet. (273) © The Borden Co.; 14Nov50; KK61150.

But what's wrong with giving Cupid a little nudge? asked Elsie, the Borden cow. Lady Borden. Hemo. Eagle brand. Klim. Chateau. None Such. Liederkranz. [From Collier's, Aug. 6, 1949, p. 22] (Dairy products) Sheet. © The Borden Co.; 6Aug49; KK59137.

Can't be beaten for hearty, good eatin', says Elsie, the Borden cow. Pippin Roll. [From the Milwaukee journal, Apr. 2, 1950, p. 9] (Dairy products) Sheet. © The Borden Co.; 2Apr50; KK59127.

Dear mother: Congratulations to you on the birth of your daughter. (Milk) Card. (V193) © The Borden Co.; 16Aug50; KK62131.

Elsie's delights for lunchers 'n' munchers. Borden's Pippin Roll. [From Chicago Sunday tribune, Oct. 30, 1949, p. 19] (Coffee and cheese) Sheet. © The Borden Co.; 30Oct49; KK59133.

Elsie's hints for quick cool supper treats. [From the Milwaukee journal, June 4, 1950, p. 30] (Dairy products) Sheet. © The Borden Co.; 4Jun50; KK59132.

Elsie's milky way. (Milk) Folder. © The Borden Co.; 1Dec50; KK61173.

Elsie's old-time food festival. Borden's. [From Life, Oct. 16, 1950, p. 94-95] (Dairy products) Sheet. (9) © The Borden Co.; 16Oct50; KK61154.

Elsie's spring trio; 3 dishes, 2 hots and a sweet. Borden's Eagle brand. [From Life, Mar. 13, 1950] (Coffee and milk) Sheet. © The Borden Co.; 10Mar50; KK59139.

Everybody sings about Elsie. [From Food Distributor's Association of Illinois, Annual convention and year book, 1950, p. 1] (Milk) Sheet. © The Borden Co.; 15Oct50; KK62128.

Everybody sings about Elsie. Borden's ice cream. [From C. R. D. A. news, June 1, 1950, p. 2] Sheet. (84) © The Borden Co.; 1Jun50; KK61158.

Find out how heavenly cottage cheese can be, suggests Elsie, the Borden cow. [From Chicago daily tribune, June 15, 1950, p. 8] Sheet. © The Borden Co.; 15Jun50; KK59140.

Here are 3 winners to highlight your dinners, says Elsie, the Borden cow. [From Chicago Sunday tribune, Jan. 29, 1950, p. 3] (Coffee, cottage cheese and ice cream) Sheet. © The Borden Co.; 29Jan50; KK59134.

How much time should a woman spend at home? asked Elsie, the Borden cow. [From Chicago herald-American, Apr. 11, 1950, p. 9] (Cottage cheese) Sheet. (247) © The Borden Co.; 11Apr50; KK59141.

How to add appeal to a noontime meal, by Elsie, the Borden cow. [From the Milwaukee Sunday journal, May 7, 1950, p. 30] (Milk, coffee and ice cream) Sheet. © The Borden Co.; 7May50; KK59124.

How to add appeal to a noontime meal, by Elsie, the Borden cow. Pippin Roll. [From Chicago Sunday tribune, Apr. 30, 1950, p. 13] (Milk, cheese and ice cream) Sheet. © The Borden Co.; 30Apr50; KK59125.

I'll tell you why other cheese foods can't hold a candle to Chateau, says Elsie, the Borden cow. Military brand. Pippin Roll. Eagle brand. Liederkranz. [From Ladies' home journal, Mar. 1950, p. 228] Sheet. © The Borden Co.; 23Feb50; KK59122.

It tastes so good, looks so gay. Borden's ice cream. [From Daily news, Chicago, Nov. 30, 1950, p. 20] Sheet. © The Borden Co.; 30Nov50; KK61149.

It's no surprise folks call this the second helping cottage cheese, says Elsie, the Borden cow. [From Chicago daily tribune, June 8, 1950, p. 20, pt. 4] Sheet. © The Borden Co.; 8Jun50; KK59142.

Just what the doctor ordered. Biolac. (Milk) Folder. (B-49-50E) © The Borden Co.; 21Dec49; KK61160.

Never before a cottage cheese with such tender, tiny morsels of snowy goodness, announces Elsie, the Borden cow. [From Chicago daily tribune, May 18, 1950, p. 16, pt. 4] Sheet. © The Borden Co.; 18May50; KK59143.

Only Borden's offers this new scrumptious cottage cheese with tender, tiny curds, exclaims Elsie, the Borden cow. [From Chicago daily tribune, May 25, 1950, p. 10] Sheet. © The Borden Co.; 25May50; KK59123.

Precisamente lo que recetaría el médico. Biolac. (Milk) Folder. (B-49-50S) © The Borden Co.; 21Dec49; KK61159.

Serve Borden's delicious egg nog, non-alcoholic. [From Chicago herald-American, Dec. 21, 1949, p. 22] Sheet. (212) © The Borden Co.; 21Dec49; KK59136.

3 Elsie hunches for back-to-school lunches. Borden's. [From Chicago Sunday tribune, Sept. 10, 1950, p. 16] (Dairy products) Sheet. © The Borden Co.; 10Sep50; KK61156.

3 pleasing treats for a supper spread. Borden's Pippin Roll. [From Chicago Sunday tribune, Mar. 26, 1950, p. 16] (Coffee, cottage cheese and cheddar cheese) Sheet. © The Borden Co.; 26Mar50; KK59126.

3 smart ways to dress up lunches. Borden's. [From the Milwaukee journal, Sept. 3, 1950, p. 16] (Dairy products) Sheet. © The Borden Co.; 3Sep50; KK61155.

3 top ways to top off a meal. Borden's. [From Milwaukee journal, Oct. 1, 1950, p. 16] (Dairy products) Sheet. © The Borden Co.; 1Oct50; KK61147.

We're moo-ving into the Chicago Fair Saturday, says Elsie, the Borden cow. [From Chicago daily tribune, June 23, 1950, p. 7, pt. 2] (Milk) Sheet. (270) © The Borden Co.; 23Jun50; KK59128.

What's your most popular dessert item? Borden's ice cream. [From Mid-west restaurant news, Sept. 1950, p. 11] Sheet. (90) © The Borden Co.; 15Sep50; KK61153.

Who said women can't keep secrets better than men? said Elsie, the Borden cow. Lady Borden. Hemo. Eagle brand. Klim. Chateau. None Such. Liederkranz. [From American weekly, Sept. 25, 1949, p. 31] (Dairy products) Sheet. © The Borden Co.; 25Sep49; KK59138.

Who says men are better gardeners than women? asked Elsie, the Borden cow. [From Chicago herald-American, Aug. 8, 1950, p. 9] (Chocolate drink and buttermilk) Sheet. (249) © The Borden Co.; 8Aug50; KK59129.

Why do men lose their tempers quicker than women? asked Elsie, the Borden cow. Borden's Silver Cow. Lady Borden. (Coffee and cottage cheese) Sheet. © The Borden Co.; 12Mar50; KK59135.

Why do men say women spoil the children? Borden's. [From Chicago herald-American, Aug. 29, 1950, p. 9] (Dairy products) Sheet. (272) © The Borden Co.; 29Aug50; KK61157.

Why shouldn't a girl take singing lessons? asked Elsie, the Borden cow. [From Chicago herald-American, Sept. 19, 1950, p. 4] (Cottage cheese) Sheet. (248) © The Borden Co.; 19Sep50; KK59130.

BORG-WARNER CORPORATION. Ingersoll Products Division ©.

Shirtsleeve comfort can be your best salesman. [From Fueloil & oil heat, Apr. 1, 1951, p. 85] (Heating equipment) Sheet. © 1Apr51; KK61051.

Why sell just furnaces when you can sell shirtsleeve comfort. Ingersoll. [From LP-gas, Mar. 1951, p. 25] Sheet. © 25Feb51; KK59610.

BORG-WARNER CORPORATION. Norge Heat Division ©.

Rest assured. Norge Heat home heating equipment. Folder. © 30Mar51; KK62553.

BOSTON PRINTING COMPANY.

Home schedule, Yankees, Giants, Dodgers. (Blotters) Sheet. © Nathan R. Krock, d.b.a. Boston Printing Co.; 1May51; KK62330.

BOSTONIAN SHOES ©.

Here come the shoes with elastic leather. Bostonians. [From Esquire, Nov. 1950, p. 25] Sheet. (43) © 6Oct50; KK58993.

How to feel 20 years younger from your ankles down. Bostonian Footsavers. [From Time, Oct. 2, 1950, p. 68] (Shoes) Sheet. (26) © 28Sep50; KK59013.

Just try this fine shoe. It's home, sweet home. Bostonian footsavers. [From Time, Oct. 30, 1950, p. 74] (Shoes) Sheet. (31) © 26Oct50; KK59014.

Look around this fall. It's Scotch grains. Bostonians. [From Esquire, Dec. 1950, p. 57] (Shoes) Sheet. (44) © 8Nov50; KK58994.

New and wonderful. Shoes with elastic leather. Bostonians. [From Life, Oct. 16, 1950, p. 24] Sheet. (41) © 13Oct50; KK58992.

The shoe that makes your foot say thanks. Bostonian Footsavers. [From Time, Dec. 4, 1950, p. 6] Sheet. (32) © 30Nov50; KK59015.

The shoe this fall, Scotch grain. And for all-day comfort, pick Bostonians. [From Life, Nov. 20, 1950, p. 70] Sheet. (39) © 17Nov50; KK59016.

The trend is back to town and Bostonians lead the way. [From Esquire, Oct. 1950, p. 140] (Shoes) Sheet. (38) © 8Sep50; KK59012.

The trend is back to town says Bostonians. [From Life, Sept. 18, 1950, p. 166] (Shoes) Sheet. (45) © 15Sep50; KK58996.

Walk on air with your feet on the ground; Bostonian Footsavers. [From Time, Dec. 18, 1950, p. 7] (Shoes) Sheet. (50) © 14Dec50; KK58995.

BOTANY MILLS, INC. ©.

Beauty on a budget. Botany brand No-Dye-Lot yarns. [From Woman's home companion, Feb. 1951, p. 124] Sheet. © 19Jan51; KK58289.

Botany brand 100 o/o virgin wool shirts and slacks. [From Esquire, Apr. 1951, p. 4 of cover] (Shirts and slacks) Sheet. © 9Mar51; KK60867.

Botany brand 500 tailored by Daroff. (Men's suits, etc.) Sheet.

[From Collier's, Apr. 14, 1951, p. 64] © 6Apr51; KK61252.

[From Esquire, Mar. 1951, p. 12] © 9Feb51; KK58606.

[From Esquire, Apr. 1951, p. 112] © 9Mar51; KK60866.

[From Quick, Mar. 12, 1951, p. 2 of cover] © 8Mar51; KK59602.

[From the Saturday evening post, Apr. 7, 1951, p. 12] © 4Apr51; KK60876.

[From the Saturday evening post, May 5, 1951, p. 110] © 2May51; KK61851.

Botany brand 2-2-22, tailored by Master Clothes, in the fabric that mother knows best. [From Parents' magazine, Feb. 1951, p. 97] Sheet. © 25Jan51; KK57945.

Botany brand wrinkle-proof ties; put the proof in your hands. [From Collier's, Feb. 17, 1951, p. 63] Sheet. © 9Feb51; KK59961.

The Botany model of the month club. (Yarns) Folder.

Vol. 11, no. 1. © 2Jan51; KK57052.

Vol. 11, no. 2. © 1Feb51; KK58207.

Vol. 11, no. 3. © 1Mar51; KK59540.

Vol. 11, no. 4. © 2Apr51; KK60265.

Vol. 11, no. 5. © 1May51; KK61412.

Vol. 11, no. 6. © 1Jun51; KK62777.

Knit this picture-pretty outfit for precious little money. Botany brand Miracle Match no-dye-lot yarns. [From Modern needlecraft, spring-summer 1951, p. 4 of cover] Sheet. © 15Jan51; KK58067.

Make your own high fashion at your own low price with Botany certified fabric. [From the Christian Science monitor, Feb. 14, 1951, p. 11] Sheet. © 14Feb51; KK59542.

Sew at home in the season's loveliest fashion colors. [From Christian Science monitor, Mar. 14, 1951, p. 13] (Fabrics) Sheet. © 14Mar51; KK60396.

She knows Botany. (Fabrics) Sheet.

[From Charm, Feb. 1951, p. 37] © 25Jan51; KK58243.

[From Glamour, Mar. 1951, p. 27] © 1Mar51; KK59329.

[From Harper's bazaar, Feb. 1951, p. 75] © 1Feb51; KK58244.

[From Harper's bazaar, Mar. 1951, p. 70] © 1Mar51; KK59417.

[From Holiday, Mar. 1951, p. 143] © 20Feb51; KK59744.

[From Mademoiselle, Feb. 1951, p. 52] © 30Jan51; KK58518.

[From Mademoiselle, Mar. 1951, p. 55] © 28Feb51; KK59330.

[From the New York times magazine, Feb. 18, 1951, p. 64] © 18Feb51; KK61181.

[From the New York times magazine, Mar. 11, 1951, p. 80] © 11Mar51; KK61182.

[From Today's woman, Mar. 1951, p. 97] © 21Feb51; KK59633.

[From Vogue, Jan. 1951, p. 27] © 1Jan51; KK57053.

[From Vogue, Feb. 1, 1951, p. 12] © 1Feb51; KK58228.

[From Vogue, Mar. 1, 1951, p. 28] © 1Mar51; KK59418.

She wants to knit argyles, especially with this nylon-argyle kit by Botany. [From Notion and novelty review, Mar. 1951, p. 139] (Yarns) Sheet. © 25Feb51; KK59934.

Wherever you are, you are at your best in Botany brand 500 tailored by Daroff. [From the New York times, Feb. 11, 1951, Sect. 6, p. 48] (Men's suits and topcoats) Sheet. © 11Feb51; KK59067.

With Botany brand certified fabric you can enjoy the luxury of virgin wool ... [From Vogue pattern book, Feb.-Mar. 1951, inside front cover] Sheet. © 8Jan51 (in notice: 1950); KK58851.

BOURKE AND MILLER, INC. ©.

By the gallon or by the ton? Mobilheat. (Fuel oil) Sheet. (1HH11) © 1Mar51; KK60356.

Can you remember? Socony-Vacuum Oil Co., inc. [Letterhead] (Fuel oil) Sheet. © 1Mar51; KK59817.

A full letter-rack. Mobilheat. (Fuel oil) Sheet. (1HH13) © 1Mar51; KK60355.

Getting nowhere fast. Mobilheat. (Fuel oil) Sheet. (1HH12) © 1Mar51; KK60354.

A warm awakening. Socony-Vacuum Oil Co., inc. [Letterhead] (Fuel oil) Sheet. © 1Mar51; KK59816.

BOWEN, MARION IRVING ©.

Imported perfume. [Hearts afire] Label. © 10Nov50; KK58189.

Imported perfume. [Twin hearts] Label. © 10Nov50; KK58188.

BOWMAN GUM, INC. ©.

Fight the Red Menace. (Gum) Label. © 15Feb51; KK59562.

BOY SCOUTS OF AMERICA ©.

Fly tying kit. Label. © 15May51; KK62733.

BOYDEN, DWIGHT BREWSTER ©.

Epicurean brand paté of smoked salmon. Label. © 25Jan51; KK62808.

BOYLE-MIDWAY, INC. ©.

Introducing 2 sparkling new additions to the famous Boyle-Midway line. [From Super market merchandising, May 1951, p. 139] (Furniture polish, etc.) Sheet. © 27Apr51; KK62754.

Never before a furniture polish as wonderful as Woodbrite. [From Grocer-graphic, May 8, 1951, p. 20] Sheet. © 8May51; KK62755.

Stop paying fancy prices for floor wax. Aerowax. Sheet. © 17May51; KK62756.

You'll thrill with delight the very first time you use Woodbrite. (Furniture polish) Sheet. © 26Apr51; KK62757.

BRADLEY, DANIEL JOSEPH ©.

Eyedeal. (Television sets, cameras, eye glasses, etc.) Sheet. © 2Jan51; KK57340.

BRANDENFELS, CARL ©.

Carl Brandenfels' rules for care of scalp and hair. 3 p. © 20Mar51; KK60006.

How to protect your hair health. Brandenfels' scalp and hair applications and massage. Folder. © 20Mar51; KK60005.

BRAUN (C. F.) AND COMPANY ©.

Black-oil cycling plant, Paloma Field, California. Pamphlet. (250) © 30Nov50; KK57329.

Braun standard heat-exchangers, dimensions. Sheet. (Bull. 5101) © 1Apr51; KK60878.

Cross-section of a Type-ET heat exchanger. Sheet. (Bull. 5102) © 1Apr51; KK60877.

BREAKER CONFECTIONS, INC. ©.

Super Circles chocolate candy. Label. © 2Apr51; KK61430.

BRECHT CANDY COMPANY ©.

Square Dance chocolates. (Candy) Sheet. © 8Jan51; KK57763.

BREEDERS EQUIPMENT COMPANY ©.

The Kissileff bovine inseminator; information bulletin and instructions for use. (Artificial breeding instrument for cows) Folder. © 1Apr51; KK60497.

BREMNER BROTHERS ©.

Bremner's. Label.

Butter flavored cookies. © 21Nov50; KK57663.

Danish macaroons. © 27Nov50; KK57664.

Knoll House chocolate chip cookies. © 27Nov50; KK57662.

BRESLOVE SEPARATOR COMPANY ©.

Regenerative fly ash collector. (Apparatus for separating fly ash from boiler flue gas) 6 p. © 18May51; KK62530.

BREWER (SILAS H.) COMPANY ©.

Know your public servants. (Insurance) Folder. © 5Jan50; KK58849.

BREWING CORPORATION OF AMERICA ©.

David Niven, too, has graduated to Carling's, the light-hearted ale! [From Life, Jan. 15, 1951, p. 57] Sheet. © 12Jan51; KK57513.

Franchot Tone, too, has graduated to Carling's, the light-hearted ale. [From Life, Mar. 5, 1951, p. 58] Sheet. © 2Mar51; KK59392.

Frankie Frisch, too, has graduated to Carling's the light-hearted ale. [From Life, May 21, 1951, p. 106] Sheet. © 18May51; KK62647.

Lucille Ball, too, has graduated to Carlings, the light-hearted ale. [From Life, Apr. 23, 1951, p. 158] Sheet. © 20Apr51; KK61545.

Paul Lukas, too, has graduated to Carling's, the light-hearted ale. Carling's Red Cap ale. [From Life, Feb. 5, 1951, p. 105] Sheet. © 2Feb51; KK58466.

BRIGGS MANUFACTURING COMPANY ©.

5000 Briggs bathrooms in color. [From American builder, July 1950, p. 72-73] (Plumbing ware and bathroom fixtures) Sheet. © 1Jul50; KK57860.

Surveys show: nationwide trend for dual baths in economy-type homes. [From N. A. H. B. correlator, Mar. 1951] (Bathroom fixtures) Folder. © 1Mar51; KK60871.

BRISTOL-MYERS COMPANY ©.

Daily care score sheet. Ipana tooth paste. Sheet. © 15Nov50; KK57062.

Grooming for your profession. Mum. (Deodorant) Poster. © 22Jan50 (in notice: 1949); KK57685.

Honor your partner, with the daily-bath-plus-deodorant habit. Mum. Sheet. © 31May51; KK62872.

How I brush my teeth. (Toothpaste) 5 p. © 15Nov50; KK57914.

Keep in step, get the daily-bath-plus-deodorant habit. Mum. Poster. © 15Sep50; KK57686.

Some good friends who help you keep your teeth healthy. (Ipana tooth paste) Folder. © 15Nov50; KK57064.

Teach dental health. Ipana's graded teaching plan. (Ipana tooth paste) 7 p. © 15Nov50; KK57063.

BROADWAY FURNITURE WAREHOUSE ©.

Broadway Furniture Warehouse, home furnishings, major appliances. Sheet. © 23Mar51; KK60248.

Profit sharing purchase certificate. (Home furnishings and appliances) Folder. © 23Mar51; KK60247.

Special bulletin. (Home furnishings and appliances) Sheet. © 23Mar51; KK60246.

BRODEY, LOUIS ©.

Furlaine interwoven fur and wool fashioned by Louis Brodey. (Women's coats) Label. © 7May51; KK62469.

BRON-SHOE COMPANY.

Silver-Multi-plating. A new superior silver plating and repair service for your customers. Sheet. © The Bron-Shoe Co.; 12Oct50; KK57104.

BRONZE BEARINGS, INC. ©.

Bearings, bushings, castings, for industry. Folder. (Bull. no. 101) © 19Dec50; KK57935.

BROWN, ABNER ELMORE ©.

Universal church & charity bond. Sheet.

1/2 cent. © 26Jan51; KK58263.

1 cent. © 26Jan51; KK58264.

2 cents. © 26Jan51; KK58262.

10 cents. © 26Jan51; KK58265.

BROWN, Barbara, and Ann Skipton, d.b.a. Sugar 'N' Spice. SEE Sugar 'N' Spice.

BROWN (BILL) INC. ©.

Enter, Bill Brown's annual vacation contest. (Automobiles) Sheet. © 28Apr51; KK61649.

BROWN, Gordon E., and Minnie C. Brown, d.b.a. and sole owners, Sunshine Vitamin Company. SEE Sunshine Vitamin Company.

BROWN (Jim) Stores, inc. SEE Jim Brown Stores, inc.

BROWN, Minnie C., and Gordon E. Brown, d.b.a. and sole owners, Sunshine Vitamin Company. SEE Sunshine Vitamin Company.

BROWN (R. L.) AND SONS ©.

Hitt, rug cleaning compound. Label. © 16Mar50; KK59777.

BROWN-FORMAN DISTILLERS CORPORATION ©.

It's always cocktail time somewhere, but at anytime, anywhere, there is nothing better in the market. Old Forester Kentucky straight bourbon whisky. [From Holiday, Nov. 1950, p. 66] Sheet. © 1Nov50; KK57948.

Now. Two ways to say Merry Christmas. Old Forester Kentucky straight bourbon whisky. [From Holiday, Dec. 1950, p. 146] Sheet. © 1Dec50; KK59290.

There is nothing better in the market. Old Forester. [From Fortune, May 1, 1951, p. 170] (Whiskey) Sheet. © 1May51; KK62731.

BROWNING MANUFACTURING COMPANY ©.

Net price, stock sizes, Browning FHP sheaves. April 1, 1951. (Pulleys) Folder. (1514) © 1Apr51; KK60263.

BROWN'S CREAMERY COMPANY ©.

Extra large, extra delicious, Brown's jumbo cone. (Ice cream cone) Poster. © 18May51; KK62214.

The ideal Lenten food. Brown's cottage cheese. Poster. © 19Feb51; KK58730.

BRUCE (E. L.) COMPANY ©.

How to finish wood floors with the Bruce finishing unit. Bruce Doozit. Bruce Tuf-lustre wax. (Floor maintenance materials) Sheet. (13) © 15Dec50; KK57166.

How to protect your home from termites. Terminix. 21 p. © 1Mar51; KK59479.

New! Bruce Dura-Wood block floors. Folder. © 1Jun51; KK62864.

BRUNING (CHARLES) COMPANY, INC. ©.

Introducing the BW Copyflex. [From Business week, Feb. 3, 1951, p. 85] (Photo-copying machine) Sheet. © 1Feb51; KK58582.

BRYANT, FREDERICK W. ©.

Interchangable mounting for imitation, semi-precious and precious jewels. Sheet. © 25May51; KK62240.

BRYANT, PAUL M. ©.

Soilchek colorgraphic soil indicator. Shows you in color what will grow best in your soil. (Soil testing kit) Pamphlet. © 9Feb51; KK58448.

BUCHBINDER, Sidney. d. b. a. Buchbinder Brothers. SEE Buchbinder Brothers.

BUCHBINDER BROTHERS.

An equation that makes sense! [From Florists' review, Nov. 16, 1950, p. 14] (Florists' refrigerators) Sheet. © Sidney Buchbinder, d.b.a. Buchbinder Brothers; 16Nov50; KK57059.

Sellevisions, the newest word in florists' refrigerators. [From Florists' review, Nov. 9, 1950, p. 16] Sheet. © Sidney Buchbinder, d.b.a. Buchbinder Brothers; 9Nov50; KK57080.

BUHAI PUBLISHING COMPANY, INC. ©.

Dollar Cartoon Service, division of Buhai Publishing Company, inc. (Syndicated cartoon service) Folder. (A) © 20Mar51; KK60626.

Dollar Cartoon Service, division of Buhai Publishing Company, inc. (Syndicated cartoon service) Folder. (B) © 20Feb51; KK60627.

BULOVA WATCH COMPANY ©.

Bulova graduation clock dial newspaper ads. (Advertising service) Sheets. © 27Feb51; KK59049.

Bulova newspaper advertising service. (Watches) 12 p. © 19Jan51; KK57730.

Bulova spring mat service. (Newspaper mat service) 24 p. © 18Apr51; KK60805.

Bulova trade-in mat service. (Watches) 12 p. © 5Jan51; KK57258.

The greatest watch promotion in the world. Bulova. 9 p. © 13Mar51; KK59671.

BURBRIDGE, ROBERT OSCAR ©.

Tamperpruf. (Badges) Label. © 1Feb42; KK58990.

BURGESS VIBROCRAFTERS, INC. ©.

All-purpose Burgess electric sprayer. Label. (VS83) © 29Dec50; KK58095.

Burgess all-purpose deluxe model VS-600 electric sprayer. Label. © 4Jan51; KK58096.

Burgess electric power saw. (Electric jig saw and sander) Sheet. © 9Jan51; KK57779.

Here's one of the most versatile tools ever produced. Burgess electric power tool kit. Sheet. (VT51-1) © 26Feb51; KK59535.

It's here. Burgess deluxe, all-purpose electric sprayer. Poster. (VS-85) © 25Jan51; KK58554.

It's sell-sational. Burgess electric jig saw sander filer. Card. (JS 18) © 29Jan51; KK58553.

New Burgess marking tool writes like a pencil on anything. Sheet. (VG-51-1) © 26Jan51; KK58552.

The new 1951 all-purpose, deluxe Burgess electric sprayer. Sheet. (VS-84) © 25Jan51; KK58551.

BURNETT (LEO) COMPANY, INC. ©.

Time for iced tea. Poster. © 27Jan51; KK59173.

BURNHAM CORPORATION ©.

Lord & Burnham greenhouse store, 1951. Poster. © 27Nov50; KK58880.

Sludge bed glass enclosures. Sheets. (124-C, 130-C, 138-C, 148-C, 159-C, 180-C) © 30Sep50; KK58292.

BURRUS FEED MILLS ©.

Here's opportunity for your club. Texo Feeds. [From Dallas morning news, Nov. 7, 1950] Sheet. © 7Nov50; KK58834.

BURSTEIN-APPLEBEE COMPANY ©.

Here it is! B-A's new 1951 summer flyer. (Radio, TV, electrical appliances) 23 p. (51-4) © 8May51; KK62482.

Hot values and scarce items are still plentiful at B-A. (Electrical appliances) 31 p. (51-3) © 16Feb51; KK59409.

BUTLER MANUFACTURING COMPANY ©.

Armando su edificio Butler de armazon ridida. (Steel buildings) 20 p. (847-12-50) © 19Jan51; KK58490.

Butler rigid-frame building for the armed forces. Butler ready-made steel buildings. 20 p. (846-12-50) © 15Jan51; KK58491.

Erecting your Butler rigid-frame building. Butler ready-made steel buildings. 20 p. (778-6-50) © 1Aug50; KK58492.

Preparing your building foundation. Butler ready-made steel buildings. Billy Butler and Willie Wrong. 12 p. (824-10-50-R) © 1Nov50; KK58489.

BYMART, INC. ©.

How to use Tintair. (Hair coloring) 13 p. © 20Apr51; KK61865.

How to use Tintair home hair coloring, touch up. 20 p. © 13Apr51; KK61008.

Salon-perfect hair coloring in 25 minutes at home! Tintair; home hair coloring. Poster. © 1Oct50; KK57045.

C

C AND D BATTERIES, INC. ©.

New telephone battery, C & D's PlastiCal, amazes industry. [From Telephony, Dec. 23, 1950, p. 8] Sheet. © 23Dec50; KK57998.

New telephone battery, C & D's PlastiCal, amazes industry. [From Telephony, Dec. 23, 1950, p. 8] (Storage batteries) Sheet. (150) © 23Dec50; KK57421.

CADBURY-FRY (AMERICA) INC. ©.

Cadbury's Roses chocolates. Label. © 4Apr51; KK62137.

CADES, D. ©.

For a gentle slope or a steep, pitched roof. Roof coating by Proofcoating. Folder. © 23Feb51; KK60633.

CAIRNS, Henry W., d.b.a. Rox Cement Paint Company. SEE Rox Cement Paint Company.

CALAVO GROWERS OF CALIFORNIA ©.

Enjoy Calavo often. (Avocados) Poster. (232) © 30Jan51; KK58208.

3 easy ways to enjoy Calavo. (Avocados) Label. (222) © 11Jan51; KK57640.

CALDWELL, ELIZABETH M. ©.

Merri-Bell Xmas stocking kit. Mary. Sheet. © 15Nov50; KK57647.

CALGON, INC. ©.

Spotless silver with Calgon silver rinse. Folder. © 4May51; KK62459.

CALIFORNIA Arts Dance and Music Supplies. SEE California Arts Music and Dance Supplies.

CALIFORNIA ARTS MUSIC AND DANCE SUPPLIES.

Solo of the swan queen, toe solo from Swan lake. (Phonograph record) Label. © California Arts Music & Dance Supplies (in notice: California Arts Dance & Music Supplies); 1Jan51 (in notice: 1950); KK59839.

The sugar plum fairy, toe solo from The nut cracker suite. (Phonograph record) Label. © California Arts Music & Dance Supplies (in notice: California Arts Dance & Music Supplies); 15Dec50 (in notice: 1951); KK59837.

Waltz from Les sylphides, toe solo. (Phonograph record) Label. © California Arts Music & Dance Supplies (in notice: California Arts Dance & Music Supplies); 15Dec50; KK59838.

CALIFORNIA FRUIT GROWERS EXCHANGE ©.

Sunkist grapefruit and orange juices. Label. © 1May51; KK62636.

Sunkist grapefruit juice. Label. © 1May51; KK62637.

Sunkist orange juice. Label. © 30Nov50; KK57910.

Sunkist pure California lemon juice. Label. © 15Feb51; KK62372.

Sunkist quick frozen concentrate for lemonade. Label. © 1Dec50; KK57911.

CALIFORNIA PRODUCTS, INC. ©.

Citrus Grove lemon juice. Label. © 23Jan51 (in notice: 1950); KK58163.

CALIFORNIA PRUNE AND APRICOT GROWERS ASSOCIATION ©.

Prunes, a Sunsweet study. [From What's new in home economics, June 1951, p. 97-112] Sheets. © 22May51; KK62980.

Quiz sheet on prunes, a Sunsweet study. Sheet. © 31May51; KK62978.

Understanding prunes. Sheet. © 31May51; KK62979.

CALUMET PRINTING COMPANY ©.

G. I. pocket writing kit. Label. © 23Apr51; KK61354.

CALVERT LIQUOR SHOP ©.

Bonus bottle sale. (Alcoholic beverages) Sheet. © 6May51; KK62986.

Repeated by popular demand. Bonus bottle sale. [From the Washington post, Washington, D. C., May 2, 1951, p. 11] (Alcoholic beverages) Sheet. © 2May51; KK61406.

CAMBRIDGE RUBBER COMPANY.

2 famous work shoe soles. Vul-Cork. [From Boot and shoe recorder, May 1, 1951, p. 22-23] Sheet. © The Cambridge Rubber Co.; 1May51; KK62867.

CAMERON, Jack, d.b.a. De-Stroy Laboratories. SEE De-Stroy Laboratories.

CAMP (S. H.) AND COMPANY ©.

For active men in all walks of life. Camp scientific supports. Folder. (A-116) © 30Mar51; KK60710.

Having a baby? Camp Maternity Support. Folder. (A-115) © 30Mar51; KK60260.

Posture during pregnancy. Camp Scientific Supports. (Under garment) Folder. (A-114) © 30Mar51; KK60259.

CAMPBELL, JOHN GOODWILL ©.

Black-Beauty-Lash cream. (Eyelash cream or shade) Label. © 2Nov50; KK61953.

Delightful-to-Know powder. (Face powder) Label. © 10Nov50; KK61954.

Heavenly-to-Kiss lipstick. Label. © 10Nov50; KK61951.

Lovely-to-Lookat cream. (Face cream) Label. © 2Nov50; KK61952.

CAMPBELL-COOK MEDICINE COMPANY ©.

Sad feet made happy. CFS. [From Greenville news & Piedmont, Sept. 14, 1948] (Medicinal ointment) Sheet. © 14Sep48; KK57720.

CAN MANUFACTURERS INSTITUTE ©.

Year 'round step-saving home-beauty aids. [From Super market merchandising, Feb. 1951, p. 63] (Home beauty check chart) Sheet. © 1Feb51; KK60264.

CANNON MILLS, INC. ©.

Business is buzzing. [From Merchants trade journal, Mar. 1951, p. 12] (Hosiery) Sheet. (208) © 1Mar51; KK61099.

Cannon and color do big things for Gimbels. Cannon Combspun percale sheets. [From Department store economist, Apr. 1951, p. 82-83] Sheet. (456) © 31Mar51; KK62587.

Cannon planted a bright idea, made it grow and prosper, now see how it blossomed. Cannon Combspun percale sheets. [From Department store economist, Dec. 1950] Sheet. (454) © 29Nov50 (in notice: 1951); KK59843.

The Christmas shoppers. [From Life, Nov. 27, 1950, p. 118] (Cannon percale sheets) Sheet. (390) © 24Nov50; KK58434.

Here's the Cannon Go-Girl. Cannon nylons do something for my legs. [From Mademoiselle, May 1951] (Stockings) Sheet. (204A) © 20Apr51; KK63009.

It's a cinch for Bam's to sell Cannon every month of the year. [From Department store economist, Feb. 1951, p. 20-21] (Sheets) Sheet. © 31Jan51; KK60794.

The neighbors. Cannon percale sheets; they're Combspun. [From Better homes & gardens, Feb. 1951] Sheet. (392A) © 24Jan51; KK60614.

She's being watched. Cannon nylon stockings. [From Merchants trade journal, Jan. 1951, p. 12-13] Sheets. (206) © 1Jan51; KK60613.

Telephone types. Cannon Combspun percale sheets. [From Better homes & gardens, Mar. 1951, p. 12] Sheet. (393-A) © 23Feb51; KK61100.

This is how I picture the Cannon Go-Girl. Cannon nylons do something for my legs. [From Mademoiselle, Mar. 1951] (Stockings) Sheet. (202) © 20Feb51; KK63008.

This is my idea of the Cannon Go-Girl. Cannon nylons. [From Mademoiselle, Nov. 1950] (Stockings) Sheet. (196A) © 28Oct50; KK58439.

This is my idea of the Cannon Go-Girl. Cannon nylons. [From Merchants trade journal, Nov. 1950, p. 12-13] (Stockings) Sheet. (205) © 1Nov50; KK58438.

The weekend guests ... Cannon Combspun percale sheets. [From Life, Apr. 9, 1951, p. 6] Sheet. (394) © 6Apr51; KK62586.

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Arthur Murray favorites. Cont'd.

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Rhumbas. (CD-259) © 15Jan51; KK58931.

Sambas. (CD-260) © 15Jan51; KK58928.

Tangos. (CD-263) © 15Jan51; KK58958.

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Baby Snooks learns ... (Phonograph records) Label. (DC-3081) © 25Sep50; KK58936.

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Christmas bells. (Phonograph records) Label. (CC-9013) © 6Nov50; KK58940.

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Destination moon. (Phonograph records) Label. (CAS-3080) © 2Oct50; KK58938.

The donkey engine; I wish I'd said that. (Phonograph records) Label. (30131) © 28Aug50; KK58939.

Fancy fingers, featuring Eddie Grant at the Hammond organ. (Phonograph records) Label. (CC-243) © 9Oct50; KK58933.

Festival concert of choral music. (Phonograph records) Label. (CD-9015) © 22Jan51; KK58942.

The history of jazz. (Phonograph records) Label.
v. 1. The 'solid' South. (H-239) © 7Aug50; KK58953.
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Songs of faith; hymns all the world loves, sung by Jo Stafford. (Phonograph records) Label. (CC-9014) © 16Oct50; KK58956.

Stan Kenton presents. (Phonograph records) Label. (ECD-248) © 23Oct50; KK59463.

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CAPP, THERON E., and Carl R. Cockerham, d.b.a. Duncan Accounting Company. SEE Duncan Accounting Company.

CAPPER PUBLICATIONS, INC. ©.
Any questions? Household magazine. Folder. © 22Nov50; KK57453.

What makes the money go 'round? (Magazine) Folder. © 30Jan51; KK58105.

Where do the big wheels make the most? (Magazine) Folder. © 30Jan51; KK58106.

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There's a wheel of fortunes too. (Periodical) Folder. © Capper's Farmer (in notice: Capper Publications, inc.); 15Dec50; KK57375.

CARBOLOY COMPANY, INC. ©.
Carboloy cemented carbide tool catalog. 58 p. (GT-250) © 10Dec50; KK60538.

CARBON, FRED S. ©.
Ohh, Malted waffles. (Pancake flour) Poster. © 14Feb51; KK58600.

CARLSON, Walter P., d.b.a. Carlson Products Company. SEE Carlson Products Company.

CARLSON PRODUCTS COMPANY ©.
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CARMAR COMPANY ©.
Carmar, complete soilless, garden. Label. © 5Jun50; KK57540.

Flowers in your window, by Carmar. (Soilless gardens) 7 p. © 5Dec50; KK59113.

The gardens with the built-in green thumb. Carmar. Envelope. © 5Dec50; KK59115.

New. Pre-planted indoor garden, grows when you wet it. Real live flowers; complete, no soil. 4 p. © 5Dec50; KK59114.

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Fleur de Lis. (Perfume) Sheet. © 1Jun51; KK62411.

Fleur de Lis, periodical published by Caron. (Perfume) Sheet. © 10Jan51; KK58605.

Or et Noir, by Caron. [From Harper's bazaar, June 1951, p. 42] (Perfume) Sheet. © 1Jun51; KK62703.

Parfum La Fête des Roses de Caron. [From Vogue, Nov. 1, 1950, p. 98] (Perfume) Sheet. © 31Oct50; KK58413.

CARPENTER STEEL COMPANY.
Carpenter service bulletin. (Technical steel data) Folder. © The Carpenter Steel Co.
Vol. 3, no. 2. © 22Nov50; KK57374.
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Vol. 3, no. 4. © 23Mar51; KK60714.

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Carbine gun cover cap for all firearms. Sheet. © 23Dec50; KK57912.

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Cartune-O TV musical cartoon program. [Set of 17 cartoons appearing on Cartune-O card for week of May 24, 1951] (Food products) Sheet. © 17May51; KK62432.

CASCO PRODUCTS CORPORATION ©.
Ironing's a snap, with the amazing work-saving Casco steam and dry iron. [From the Saturday evening post, July 15, 1950, p. 86] Sheet. © 15Jul50; KK59106.

CASEY (CHARLES J.) INC. ©.
It's impressive to buy jewelry in the jewelry store. Sheet. © 15Jan51; KK59526.

CASTLE SHOWCASE COMPANY ©.
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Whitey brand cat food. Label. © 1Nov50; KK61201.

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Where there's news in texture and design, you'll find a fabric of Celanese, acetate rayon yarn. [From Harper's bazaar, Sept. 1950, p. 32-33] Sheet. © 1Sep50; KK58449.

CELOTEX CORPORATION ©.
For spring 1951. To you we make an introductory bow ... (Building materials) Folder. © 2Jan51; KK57113.

Growing beauty, growing business. (Building materials) Folder. © 2Jan51; KK57115.

184 pay-off spring improvements, handy check list. (Building materials) Folder. © 2Jan51; KK57117.

Open house! (Building materials) Folder. © 2Jan51; KK57111.

Pay-off improvements for spring. (Building materials) Folder. © 2Jan51; KK57116.

Pay-off improvements for spring. (Building materials) Poster. © 2Jan51; KK57110.

Service bulletin. (Timely selling helps) © The Celotex Corp. Summer 1951. © 15May51; KK62798.

Signs can be awful liars. (Building materials) Folder. © 2Jan51; KK57114.

Telephone guide to sales. (Building materials) Folder. © 2Jan51; KK57112.

The why and how of staff meetings. (Building materials) 21 p. © 2Jan51; KK57118.

CENTRAL ALINEMENT SERVICE ©.
Knee action units assembled Centralized. (Automobile accessory) Sheet. © 20Sep50; KK57820.

CENTRAL CALIFORNIA BERRY GROWERS ASSOCIATION ©.
Western wonder. Naturipe. Californ-Yum. (Strawberries) Sheet. © 1Mar51; KK60945.

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For hours of fun and freedom. (Delivery records) Folder. © Central Check Co., Earl J. & C. Kenneth Harris, sole owners; 19Dec50; KK57625.

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Free tickets to Cleveland Indians' games. [From Cleveland news, Apr. 9, 1951, p. 16] (Banking) Sheet. © 9Apr51; KK60799.

CERTIFIED HOME APPLIANCE, LTD.

Bonus plan, the only plan of its kind in the world. [From Elizabeth daily journal, Elizabeth, N. J., Dec. 6, 1950] (Household appliances) Sheet. © Louis Flaxman & Michael Schwartz, d.b.a. Certified Home Appliance, ltd.; 6Dec50; KK58854.

CHADBOURN HOSIERY MILLS, INC. ©.

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CHAMPION MOTORS COMPANY ©.

Three times the fun, three motors in one. [From Outdoor life, Feb. 1951, p. 71] (Outboard motor) Sheet. © 25Jan51; KK58100.

CHAMPION PLASTICS CORPORATION ©.

The Mystery Watch puzzle key chains. Poster. © 10Jan51 (in notice: 1950); KK57281.

Ride 'Em Cowboy puzzle key chains. Poster. © 10Jan51 (in notice: 1950); KK57280.

CHANDLER LABORATORIES, INC. ©.

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Some of the uses for Swell-O, the miracle liquid, in various dairy products. (Food products additive) Sheet. © 1May50; KK57479.

Use of Swell-O. (Food products additive) Sheet.

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CHAPMAN CHEMICAL COMPANY ©.

Prevent stain and mold with Permatox 10-S. (Sap stain chemical) Folder. (Bull. 51-S) © 15Mar51; KK60686.

Weed killers for railroads, utilities and industrials. (Weed killing chemicals) Folder. (Bull. WK-1) © 4Apr51; KK60685.

CHARIS CORPORATION ©.

The beauty of it all. Charis. [From Life, Apr. 16, 1951, p. 117] (Foundation garment) Sheet. © 13Apr51; KK61557.

Lithe loveliness, moving and breathing as you move and breathe. Charis. [From Vogue, Mar. 1, 1951, p. 215] (Foundation garment) Sheet. © 28Feb51; KK61555.

A measure of magic. Charis. [From Life, Mar. 5, 1951, p. 76] (Foundation garment) Sheet. © 3Mar51; KK61556.

Simply beautiful, and beautifully simple. Charis. [From Life, May 7, 1951, p. 101] (Foundation garment) Sheet. © 4May51; KK61558.

CHARTER OAK HOUSE ©.

Join the Society of Adventurers. (Savings and loan associations) Pamphlet. © 26Mar51; KK60777.

CHEESEMASTERS.

Imported cheese from every corner of the world. Sheet. © William Feltzman, d. b. a. Cheesemasters; 14Dec50; KK57778.

CHEMICAL CONSTRUCTION CORPORATION ©.

Chemico sulfide ore contact sulfuric acid plants. Folder. (Bull. S-102) © 31May51; KK62426.

Chemico world wide engineering services for the production of synthetic fertilizers and heavy chemicals. (Chemical equipment) Sheet. (Chemico bull. G-101A) © 15Jan51; KK60862.

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The Blue Glaze finish. (Furniture finish) Label. © 9Apr51; KK60944.

CHEMICAL RESEARCH INSTITUTE ©.

Neo-Sumelam. (Injectible for asthma) Label. © 29Dec50; KK60864.

CHENEWETH, JAMES E., d.b.a. Cheneweth and Sons. SEE Cheneweth and Sons.

CHENEWETH AND SONS.

Cheneweth's Top of the Crop. (Canned orange juice) Label. © James E. Cheneweth, d.b.a. Cheneweth & Sons; 27Apr51 (in notice: 1950); KK62008.

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED ©.

Rusty and Dusty. (Vaseline hair tonic) Sheet.

Buenas, Rusty, and Dusty. You will stay at the palace as my guest. © 11Feb51; KK59758.

Look, somebody's running out of that house. © 18Mar51; KK60314.

Look! That girl! She's being kidnaped! [From Times herald, Dallas, Tex., comic section] © 8Oct50; KK57445.

Uh-uh, trouble. © 6May51; KK62369.

CHESMORE SEED COMPANY ©.

Sure Mike. For best results, treated lawn seed. Label. © 9Feb51; KK58581.

CHICAGO DIETETIC SUPPLY HOUSE, INC.

Cellu. Label. © The Chicago Dietetic Supply House, inc.

Canned rye bread. © 13Dec50; KK57718.

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Pudding powder. © 29Dec50; KK57716.

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Saccharin sweetened jelly. © 17Jan50; KK58737.

Saccharin sweetened spread. © 27Nov50; KK58738.

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CHICAGO HAIR GOODS COMPANY ©.

Long hair is back. (Hair goods) Folder. © 23Feb51; KK62012.

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High-speed no. 8 Sani-Dri electric hand dryer. Sheet. (626) © The Chicago Hardware Foundry Co.; 8May51; KK61912.

CHILCOTT Laboratories, Division of The Maltine Company. SEE Maltine Company.

CHIVERS, ALGERNON L. ©.

Free enterprise dimes do more than tax dollars! [Order blank] (Cards) Sheet. © 28Dec50; KK57339.

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CHRIS Studio Productions. SEE De Christopher, Eugene.

CHRISTOFFER, DONALD FRANK ©.

E-Z On snag loosener. (Fishing tackle) Sheet. © 23Apr51; KK61007.

CHRYSLER CORPORATION ©.

MoPar 1951 passenger car parts list. Edition of March 1951. 437 p. (D-13712) © 16Mar51; KK61513.

CHURCH AND DWIGHT COMPANY, INC. ©.

Cooky jar favorites. The new baking soda way. Folder. © 11May51; KK62984.

A first aider in every home. Adequate first-aid supplies. [From What's new in home economics, June 1951, p. 57] (Soda) Sheet. © 22May51; KK62834.

How to bake with baking soda. [From What's new in home economics, Mar. 1951, p. 81-88] Sheet. (HH15) © 5Mar51; KK59591.

CICERO CANDY SHOP.

JonDura French cream, the acme of the confectioner's art. (Candy) Label. © Stanley JonDura, d.b.a. Cicero Candy Shop; 3Jan51; KK58456.

CINCINNATI LATHE AND TOOL COMPANY ©.

Tray-Top Cintilathes; engine, tool room, gap bed of outstanding value. (Machine tool literature) 24 p. © 1Mar51; KK60665.

CINCINNATI MILLING MACHINE COMPANY.

Cincinnati High-Speed Universal milling attachment. (Machine tool attachment) Folder. (M-1720) © The Cincinnati Milling Machine Co.; 10May51; KK62149.

Cincinnati Reverse Image attachment for Vertical Hydro-Tel type milling machines. Sheet. © The Cincinnati Milling Machine Co.; 5Jun51; KK62696.

CIRCLE AFFILIATED SERVICES.

Circle television life-time service plan. Application. Sheet. © Harold Frenchman, t.a. Circle Affiliated Services; 9Mar51; KK61440.

CIRCLE AFFILIATED SERVICES. Cont'd.
Life-time television service plan. Circle Television Service. Approval notice. Sheet. © Harold Frenchman, t.a. Circle Affiliated Services; 9Mar51; KK61441.
Television has great things in store for you. Circle life-time service plan. Folder. © Harold Frenchman, t.a. Circle Affiliated Services; 9Mar51; KK61442.

CITY STORES OF NEW YORK ©.
You'll like 'em. Pokey pants. Label. © 1Jul50; KK57955.

CLARK, AUSTIN N. ©.
Spring Treasureland flyer. Becken. (Jewelry) Folder. © 1Mar51; KK59654.

CLARK Division, McGraw Electric Company. SEE McGraw Electric Company. Clark Division.

CLARK GRAVE VAULT COMPANY.
Peace comes quietly in many ways when you have lost someone dear. [From the Saturday evening post, Jan. 13, 1951, p. 103] (Clark grave vaults) Sheet. © The Clark Grave Vault Co.; 10Jan51; KK57519.
Peace is found in many quiet thoughts. Clark. [From Saturday evening post, Mar. 10, 1951, p. 115] (Grave vaults) Sheet. © The Clark Grave Vault Co.; 7Mar51; KK59411.

CLAYTON (A. C.) PRINTING COMPANY ©.
Carson Pirie Scott & Co. shoes. Label. © 15Jan51; KK57606.
The Guarantee; good shoes since 1905. El Paso, Texas. Label. © 7Jun51; KK62638.
Gude's, in the California manner. Fine footwear. Label. © 12Jan51; KK57605.
Milano bench made originals; fine footwear. (Shoes) Label. © 25Apr51 (in notice: 1950); KK61611.
Peacock shoes; art in footwear. Label. © 4Jun51; KK62640.

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Best for cleanliness, cook with electricity. [From the Cleveland plain dealer, Feb. 15, 1951, p. 11] (Electric range) Sheet. © The Cleveland Electric Illuminating Co.; 15Feb51; KK59066.
My electric range pays for itself over and over by the many savings it makes possible. [From the Cleveland news, Mar. 19, 1951, p. 12] Sheet. © The Cleveland Electric Illuminating Co.; 19Mar51; KK60029.
Put your home on the electric work-saving plan. [From the Cleveland news, Apr. 2, 1951, p. 22] (Electric range) Sheet. © The Cleveland Electric Illuminating Co.; 2Apr51; KK60851.
Switch to clean electric cooking. [From Cleveland plain dealer, Feb. 1, 1951, p. 11] (Electric range) Sheet. © The Cleveland Electric Illuminating Co.; 1Feb51; KK58661.
Throw away that clothes line; buy an electric dryer. [From Cleveland news, Jan. 8, 1951, p. 16] Sheet. © The Cleveland Electric Illuminating Co.; 8Jan51; KK57511.
Winter seems shorter with good home lighting. Sight-Saving lamp. [From the Cleveland news, Feb. 26, 1951, p. 40] Sheet. © The Cleveland Electric Illuminating Co.; 26Feb51; KK59204.

CLEVELAND HEATER COMPANY.
Facts for the buyer of a water heater. 12 p. (D-101) © The Cleveland Heater Co.; 23Dec50; KK58925.
Laundering; explaining how dirt is removed by laundering. (Water heaters) 7 p. (D-103) © The Cleveland Heater Co.; 23Dec50; KK58924.
Table-High automatic water heater. 8 p. (D-102) © The Cleveland Heater Co.; 23Dec50; KK58926.

CLEVELAND WELDING COMPANY.
For bigger '51 sales ride along with Roady Roadmaster. [From the Bicycle journal, Jan. 1951, inside front cover] (Bicycles) Sheet. © The Cleveland Welding Co.; 18Jan51; KK58520.
For bigger sales in 1951, ride along with Roady Roadmaster. [From American bicyclist and motorcyclist, Jan. 1951, p. 56-57] Sheet. © The Cleveland Welding Co.; 6Jan51 (in notice: 1950); KK57408.
For the biggest spring you've ever had ride along with Roady Roadmaster. [From American bicyclist and motorcyclist, Apr. 1951, p. 48-49] (Bicycles) Sheet. © The Cleveland Welding Co.; 6Apr51; KK61416.
Willie, the robot, proves Roadmaster is better built throughout. The bicycle with bumpers is best. [From American bicyclist and motorcyclist, Mar. 1951, p. 42-43] Sheet. © The Cleveland Welding Co.; 6Mar51; KK59775.

CLIPPER MANUFACTURING COMPANY ©.
Clipper masonry saws work like magic. [From American builder, May 1948, p. 216] Sheet. © 1May48; KK58253.

CLOROBEN CORPORATION.
De-Sol. Cleanser, deodorant. Label. © The Cloroben Corp.; 26Jan51; KK59642.

CLOROX CHEMICAL COMPANY ©.
Beats them all. Clorox is 1st, it offers both. [From Woman's home companion, Apr. 1951, p. 68] (Bleach and disinfectant) Sheet. © 19Mar51; KK60115.
Clorox, America's favorite, is more than an extra-gentle bleach. Sheet.
[From San Francisco call-bulletin, Apr. 26, 1951, p. 2F] © 26Apr51; KK61832.
[From Woman's home companion, May 1951, p. 64] © 19Apr51; KK61831.
Clorox does more for you than bleach extra gently. [From San Francisco call-bulletin, May 10, 1951, p. 11F] (Household bleach and disinfectant) Sheet. © 10May51; KK62145.
Clorox is an extra-gentle bleach and more; it's a 4 in 1 product. [From Woman's home companion, June 1951, p. 16] (Household bleach and disinfectant) Sheet. © 15May51; KK62146.
Clorox is 1st choice. It offers both. [From Woman's home companion, Mar. 1951, p. 16] (Household bleach and disinfectant) Sheet. © 18Feb51; KK59174.
Don't forget. You get these 2 big extras in Clorox. [From Woman's home companion, Feb. 1951, p. 54] (Household bleach and disinfectant) Sheet. © 16Jan51; KK57960.
Exclusive ultra refined Clorox. (Liquid cleaning compound) Label. © 15Nov50; KK61250.
Worth looking into; you get both in Clorox. [From Woman's home companion, Jan. 1951, p. 54] (Bleach and disinfectant) Sheet. © 18Dec50 (in notice: 1951); KK57299.

CLOVER LAMP COMPANY, INC. ©.
Promote for all occasions. Step-A-Lite Miracle lamp. [From Retailing daily, Apr. 16, 1951, p. 18] (Floor lamp) Sheet. © 16Apr51; KK60585.
3-way miracle lighting Step-A-Lite puts Life into your lamp departmen [From Retailing daily, Apr. 9, 195 p. 14] Sheet. © 9Apr51; KK60437.

CLUB ALUMINUM PRODUCTS COMPANY ©.
Better coffee in 2 easy steps. [From Life, Mar. 12, 1951, p. 183] (Club coffee dispenser and glass coffee makers) Sheet. © 12Mar51; KK60925.
Famous nationally advertised Club Aluminum. (Cookware) Folder. (TCD-CA-46) © 3Jan51; KK57648.
Peas blossom in flavor cooked in Club Aluminum. [From Life, Feb. 5, 1951, p. 114] (Cookware) Sheet. © 5Feb51; KK59429.

COAST Fisheries, division of The Quaker Oats Company. SEE Quaker Oats Company. Coast Fisheries Division.

COAST FISHING COMPANY ©.
Now, 10 lives instead of nine? Puss'n Boots. [From Life, Aug. 7, 1950, p. 57] (Cat food) Sheet. © 4Aug50; KK58295.
See what it means to be a Puss 'n Boots cat? [From Life, Jan. 22, 1951, p. 8] (Cat food) © 19Jan51; KK58296.

COAST Fishing Company. SEE ALSO Quaker Oats Company. Coast Fisheries Division.

COATES, LUCILLE MARIE ©.
Blouse and gown protector; Tri-Sett. Folder. © 26Jan51; KK58178.

COCA-COLA COMPANY.
Advertising ideas work to sell Coca-Cola on the job. [From the Coca-Cola bottler, Feb. 1951, inside spread] (Soft drink) Sheet. © The Coca-Cola Co.; 20Feb51; KK60214.
April newspaper ads say: Serve Coke at home. Coca-Cola. [From the Coca-Cola bottler, Mar. 1951, inside spread] (Soft drink) Sheet. © The Coca-Cola Co.; 20Mar51; KK60215.
Aqui termina la sed. [Woman, car, Westinghouse. From La Prensa, San Antonio, Mar. 23, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 23Mar51; KK61989.
Bilingual Quebec agrees on Coca-Cola. [From Tennessee teacher, Mar. 1951, p. 17] (Beverage) Sheet. © The Coca-Cola Co.; 1Mar51; KK60755.
Coca-Cola gusta a todos. [Big carton and bridge table scene. From La Prensa, San Antonio, Jan. 12, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 12Jan51; KK60510.
Continuous quality, continuous price. Coca-Cola. (Soft drink) Sheet. © The Coca-Cola Co.
[From Butler eagle, Butler, Pa., Aug. 16, 1950, p. 28] © 16Aug50; KK56894.
[From Chicago daily news, Mar. 30, 1950, p. 28] © 30Mar50; KK56872.
[From the Washington news, Nov. 15, 1950, p. 38] © 15Nov50; KK57794.
[Progressive row of bottles. From Chicago defender, July 1, 1950, p. 25] © 1Jul50; KK57793.
Deliciosa. Drink Coca-Cola. [Profile of girl drinking. From La Prensa, San Antonio, Jan. 5, 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 5Jan51; KK60509.

Diamond Head looks down ... Coca-Cola. [From Tennessee teachers, May 1951, p. 19] (Beverage) Sheet. © The Coca-Cola Co.; 30Apr51; KK62712.

For home and hospitality. [Woman with grocery push cart. From Good housekeeping, Apr. 1951, p. 192] (Soft drink) Sheet. © The Coca-Cola Co.; 20Mar51; KK61984.

For hospitality ... Coca-Cola, Coke. [Cokes and salad bowl. From Belleville, Ill. daily advocate, May 31, 1950, p. 9] Sheet. © The Coca-Cola Co.; 31May50; KK57785.

For refreshment in offices and factories. Drink Coca-Cola. [Row of coolers. From the Erie daily times, Erie, Pa., Jan. 22, 1951, p. 14] (Soft drink) Sheet. © The Coca-Cola Co.; 22Jan51 (in notice: 1950); KK60512.

For Santa. Coca-Cola, Coke. [Kids putting Cokes in refrigerator as Santa drinks one in background] (Soft drink) Poster. © The Coca-Cola Co.; 1Dec50; KK57725.

For Santa, hospitality is an art Coca-Cola makes it so easy. [From St. Louis post-dispatch, Dec. 20, 1950, p. 1-B] Sheet. © The Coca-Cola Co.; 20Dec50; KK57796.

From Maine to California. [From National petroleum news, May 2, 1951, p. 19] (Beverage) Sheet. © The Coca-Cola Co.; 2May51; KK62717.

Good. Drink Coca-Cola. [Girl's profile and glass] (Soft drink) Poster. (55413) © The Coca-Cola Co.; 30Dec50; KK58479.

The grill at Scott Hall is one of the favorite campus haunts ... Coca-Cola. [Northwestern. From the Iowa State daily, May 4, 1950, p. 3] (Soft drink) Sheet. © The Coca-Cola Co.; 4May50; KK57787.

Gusta Coca-Cola? [From La prensa, Feb. 16, 1951, p. 6] (Beverage) Sheet. © The Coca-Cola Co.; 16Feb51; KK60789.

Help yourself to refreshment. Coca-Cola. [Interior of supermarket. From Life, Nov. 13, 1950, back cover] (Soft drink) Sheet. © The Coca-Cola Co.; 10Nov50; KK58062.

Here, in the textile department of North Carolina State College, there is always a friendly crowd of students. Coca-Cola. [From the Iowa State daily, Apr. 22, 1950, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 22Apr50; KK57789.

The history of Santa Claus. Coca-Cola. (Soft drink) Folder. © The Coca-Cola Co.; 15Nov50; KK58065.

Hospitality all America understands. Coca-Cola. [Couple at wall, cartons. From the Daily times herald, Dallas, Aug. 14, 1950, p. 10-1] (Soft drink) Sheet. © The Coca-Cola Co.; 14Aug50; KK58037.

Host to busy shoppers. Coca-Cola. [Man in hardware store. From Americus times-recorder, July 3, 1950, p. 2] (Soft drink) Sheet. © The Coca-Cola Co.; 3Jul50; KK58038.

Host to busy shoppers. Coca-Cola. [Woman in grocery store. From the Boston daily globe, Oct. 18, 1950, p. 28] (Soft drink) Sheet. © The Coca-Cola Co.; 18Oct50; KK58032.

In Lincoln, Nebraska, a favorite gathering ... Coca-Cola. [University of Nebraska. From Florida flambeau, Tallahassee, Fla., Nov. 7, 1950, p. 3] (Soft drink) Sheet. © The Coca-Cola Co.; 7Nov50; KK58031.

In Nashville, Tennessee, there is always a friendly gathering ... Coca-Cola. [Vanderbilt. From Florida flambeau, Tallahassee, Fla., Sept. 26, 1950, p. 7] (Soft drink) Sheet. © The Coca-Cola Co.; 26Sep50; KK58034.

In New Orleans, Louisiana, a favorite ... Coca-Cola. [Tulane. From Iowa State daily, May 17, 1950, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 17May50; KK57786.

In Princeton, New Jersey, there is always a friendly gathering ... Coca-Cola. [From Florida flambeau, Tallahassee, Fla., Oct. 31, 1950, p. 4] (Soft drink) Sheet. © The Coca-Cola Co.; 31Oct50; KK58033.

In State College, Pennsylvania, the favorite gathering spot for students ... Coca-Cola. [Penn State College. From Iowa State daily, Apr. 5, 1950, p. 7] (Soft drink) Sheet. © The Coca-Cola Co.; 5Apr50; KK57790.

In Superior, Wisconsin, the favorite gathering spot of students at the Superior State College is the cafeteria. Coca-Cola. [From Florida flambeau, Dec. 5, 1950, p. 5] Sheet. © The Coca-Cola Co.; 5Dec50; KK57798.

In thriving Holland dorst kent geen seizoen. Coca-Cola. [From the American bottler, Nov. 1950, p. 48] (Soft drink) Sheet. © The Coca-Cola Co.; 1Nov50; KK58059.

In Worcester, Mass. one of the favorite spots of students ... College of the Holy Cross. Coca-Cola. [From The Iowa State daily, Apr. 29, 1950, p. 7] (Soft drink) Sheet. © The Coca-Cola Co.; 29Apr50; KK57788.

Its taste-appeal makes sales. Coca-Cola. [From the Coca-Cola bottler, Jan. 1951, inside spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Jan51; KK60216.

Look to the soda fountain ... [From Wholesale drug salesman, May 1951, p. 49] (Beverage) Sheet. © The Coca-Cola Co.; 1May51; KK62713.

May advertising sells Coke ... [From Coca-Cola bottler, Apr. 1951] (Beverage) Sheet. © The Coca-Cola Co.; 15Apr51; KK62715.

Meeting the gang to discuss a quiz. Coca-Cola. (Soft drink) Sheet. © The Coca-Cola Co.

- [Louisiana State University. From Iowa State daily, Mar. 25, 1950, p. 5] © 25Mar50; KK57792.
- [Providence College. From Florida flambeau, Nov. 21, 1950, p. 4] © 21Nov50; KK57784.
- [University of Miami. From Linden bark, St. Charles, Mo., Oct. 17, 1950, p. 5] © 17Oct50; KK60515.
- [University of Wisconsin. From Florida flambeau, Nov. 28, 1950, p. 2] © 28Nov50; KK57783.

Merry Christmas, and when you serve Coca-Cola ... [Sprite and bottle. From Tap and tavern, Philadelphia, Dec. 4, 1950, p. 17] (Soft drink) Sheet. © The Coca-Cola Co.; 4Dec50; KK58061.

Mighty refreshing. [Marine and glass, big head] (Soft drink) Poster. © The Coca-Cola Co.; 1Apr51; KK62020.

A natural partner of good things to eat. When ordering for Thanksgiving don't forget cartons of Coke. Coca-Cola. [From the Midland reporter-telegram, Midland, Tex., Nov. 15, 1950, p. 1] (Soft drink) Sheet. © The Coca-Cola Co.; 15Nov50; KK57799.

A nickel is still the price to pay for Coke. Coca-Cola. [Big bottle-5¢. From the Evening star, Washington, D. C., Dec. 6, 1950, p. 4] (Soft drink) Sheet. © The Coca-Cola Co.; 6Dec50; KK57797.

1951 advertising features powerful, new selling ideas. Coca-Cola. [From the Coca-Cola bottler, Dec. 1950, center spread] (Soft drink) Sheet. © The Coca-Cola Co.; 15Dec50; KK58060.

Notice to our retailers and the public: we have not raised the price of Coca-Cola. [All type. From the Knickerbocker news, Albany, Dec. 18, 1950, p. 10-A] (Soft drink) Sheet. © The Coca-Cola Co.; 18Dec50; KK60516.

Ofrezca hospitalidad con Coca-Cola. [From La prensa, Feb. 23, 1951, p. 6] (Beverage) Sheet. © The Coca-Cola Co.; 23Feb51; KK60790.

Para agasajar a sus invitados. Coca-Cola. [From La prensa, Feb. 2, 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 2Feb51; KK60788.

Para brindar hospitalidad. Serve Coca-Cola. [Big case; couple at refrigerator. From La Prensa, San Antonio, Jan. 19, 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 19Jan51; KK60511.

Para su familia y sus invitados. [Big carton, woman shopper with cart. From La Prensa, San Antonio, Mar. 2, 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 2Mar51; KK61986.

Portrait of 40 customers. Coca-Cola. [From American druggist, Feb. 1951, p. 165] (Beverage) Sheet. © The Coca-Cola Co.; 1Feb51; KK60751.

Quiere trabajar reanimada? Drink Coca-Cola. [From La Prensa, San Antonio, Feb. 9, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 9Feb51; KK60213.

The Rebel Grill is one of the favorite ... Coca-Cola. [University of Mississippi. From Iowa State daily, Mar. 28, 1950, p. 5] Sheet. © The Coca-Cola Co.; 28Mar50; KK57791.

Refreshment through the years. Coca-Cola. [From Newsweek, Mar. 5, 1951, p. 29] (Beverage) Sheet. © The Coca-Cola Co.; 1Mar51; KK60756.

Right buying means more selling. Coca-Cola. [Arrow and crowd at fountain. From American druggist, Nov. 1950, p. 142) (Soft drink) Sheet. © The Coca-Cola Co.; 1Nov50; KK58063.

Serving Coke serves hospitality. [Soldier at piano. From Seventeen, Jan. 1951, p. 4 of cover] (Soft drink) Sheet. © The Coca-Cola Co.; 1Jan51 (in notice: 1950); KK61038.

73,000 fountain owners can't be wrong. Coca-Cola. [From N.A.R.D. journal, Jan. 15, 1951, p. 77] (Soft drink) Sheet. © The Coca-Cola Co.; 15Jan51; KK60750.

Siempre bienvenida. Serve Coca-Cola. [Big carton; couple in living room. From La Prensa, San Antonio, Jan. 26, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 26Jan51; KK60514.

Sirva Coca-Cola en su hogar. [Sprite and row of cartons. From La Prensa, San Antonio, Mar. 16, 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 16Mar51; KK61988.

Supplementary newspaper advertisements, 1951. (Soft drink) 23 p. © The Coca-Cola Co.; 1Mar51; KK62718.

COCA-COLA COMPANY. Cont'd

Take a carton home for easy entertainment. Coca-Cola. [Sprite and row of cartons. From Quincy patriot ledger, Quincy, Ill., Aug. 31, 1950, p. 24] (Soft drink) Sheet. © The Coca-Cola Co.; 31Aug50; KK58036.

Take a day, any day, buy your supply of Coke syrup. [Sprite and jug. From American druggist, Dec. 1950, p. 114] (Soft drink) Sheet. © The Coca-Cola Co.; 1Dec50; KK58064.

Take a number and find your profit. Coca-Cola. [From N.A.R.D. journal, Feb. 19, 1951, p. 277] (Beverage) Sheet. © The Coca-Cola Co.; 19Feb51; KK60753.

Thirst asks nothing more. [Marine and glass. From Life, Apr. 2, 1951, p. 4 of cover] (Soft drink) Sheet. © The Coca-Cola Co.; 30Mar51; KK61991.

Through 65 years. Coca-Cola. [From Newsweek, Jan. 8, 1951, p. 39] (Soft drink) Sheet. © The Coca-Cola Co.; 4Jan51; KK60749.

Through 65 years, making money for wholesalers. Coca-Cola. [From Wholesale drug salesman, Mar. 1951, p. 5] (Beverage) Sheet. © The Coca-Cola Co.; 1Mar51; KK60754.

Through the same 65 years. Coca-Cola. [From Drug topics, Jan. 1, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 1Jan51; KK60748.

To make Coca-Cola available to you at 5¢ ... [Sprite and row of bottles. From the Post enquirer, Oakland, Calif., Sept. 1, 1950, p. 14] (Soft drink) Sheet. © The Coca-Cola Co.; 1Sep50; KK58035.

To work refreshed. Coca-Cola. [Girl with telephone; silhouette] (Soft drink) Poster. © The Coca-Cola Co.; 1Mar51; KK61122.

Tomorrow KSD-TV channel 5 Christmas Day 3:00 to 4:00 p. m. The Coca-Cola Company presents Walt Disney's Christmas party "One hour in wonderland". [From St. Louis post-dispatch, Dec. 24, 1950, p. 5-C] Sheet. © The Coca-Cola Co.; 24Dec50; KK57795.

Travel refreshed, I say. Coca-Cola. [From Newsweek, Apr. 30, 1951, p. 23] (Soft drink) Sheet. © The Coca-Cola Co.; 26Apr51; KK62714.

Turn space into store traffic. [Footprints. From Chain store age, Mar. 1951, p. 185] (Soft drink) Sheet. © The Coca-Cola Co.; 28Feb51; KK61983.

Viaje reanimado, con Coca-Cola. [Car in filling station. From La Prensa, San Antonio, Mar. 30, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 30Mar51; KK61990.

Want something good where you work? Drink Coca-Cola. [Man at cooler. From the Erie dispatch, Erie, Pa., Jan. 22, 1951, p. 10] (Soft drink) Sheet. © The Coca-Cola Co.; 22Jan51 (in notice: 1950); KK60513.

Want to work refreshed. [Cooler. From the Erie dispatch, Erie, Pa., Feb. 15, 1951, p. 20] Sheet. © The Coca-Cola Co.; 15Feb51 (in notice: 1950); KK61025.

A welcome host to workers. [Hand and wrench; cooler. From the Erie dispatch, Erie, Pa., Feb. 7, 1951, p. 15] (Soft drink) Sheet. © The Coca-Cola Co.; 7Feb51 (in notice: 1950); KK61024.

Where Rio de la Plata joins the broad Atlantic. [From Tennessee teacher, Apr. 1951, p. 6] (Soft drink) Sheet. © The Coca-Cola Co.; 29Mar51; KK62716.

Ya tiene Coca-Cola en su lista de compras? [Big case, couple at piano. From La Prensa, San Antonio, Mar. 9, 1951, p. 5] (Soft drink) Sheet. © The Coca-Cola Co.; 9Mar51; KK61987.

You can still buy Coke for 5¢. [Big bottle, two 5¢ marks. From the Evening star, Washington, D. C., Nov. 8, 1950, p. A-19] (Soft drink) Sheet. © The Coca-Cola Co.; 8Nov50; KK58039.

You taste its quality. Coca-Cola. [From Newsweek, Feb. 5, 1951, p. 21] (Beverage) Sheet. © The Coca-Cola Co.; 1Feb51; KK60752.

You taste its quality. Coca-Cola. [Girl's head and bottle] Poster. (12301) © The Coca-Cola Co.; 1Feb51; KK59748.

Your service station is their refreshment stop. [License plates. From National petroleum news, Apr. 4, 1951, p. 21] (Soft drink) Sheet. © The Coca-Cola Co.; 4Apr51; KK61985.

COCKERHAM, Carl R., and Theron E. Capp, d.b.a. Duncan Accounting Company. SEE Duncan Accounting Company.

COFFMAN (R. G.) COMPANY, INC.

Be safe. Window burglar guards by Coffman. Folder. (118) © The R. G. Coffman Co., inc.; 23Feb51; KK59637.

Cast designs in porch posts, railings, valances, brackets. Folder. © The R. G. Coffman Co., inc.; 20Apr51; KK62295.

Coffman ornamental iron; easy to install. Sheet. © The R. G. Coffman Co., inc.; 4May51; KK62298.

Coffman window guards. Sheet. © The R. G. Coffman Co., inc.; 30May51; KK62291.

Coffman's adjustable size screen door grille guards. Sheet. © The R. G. Coffman Co., inc.; 24Apr51; KK62294.

Coffman's adjustable size screen door grille guards. Sheet. © The R. G. Coffman Co., inc.; 24Apr51; KK62296.

Coffman's porch and balcony posts. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 10May51; KK62297.

Coffman's Rail-o-graph. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 18Apr51; KK62293.

Coffman's screen door grille guards. Sheet. © The R. G. Coffman Co., inc.; 10May51; KK62299.

Examples of typical stoop conditions and railing requirements. (Ornamental iron) Sheet. (115) © The R. G. Coffman Co., inc.; 2Apr51 (in notice: 1950); KK62802.

Genuine hand-wrought ornamental iron. Folder. (100) © The R. G. Coffman Co., inc.; 1Jun51; KK62617.

Only Coffman gives you air-mail-blue-print-service. (Ornamental iron) Folder. © The R. G. Coffman Co., inc.; 30Mar51; KK62292.

Only Coffman gives you air-mail-blue-print-service. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 11Jan51; KK57859.

Seven by twelve; Coffman's standardized wrought iron stock step railings and straight rail sections. (Ornamental iron) Sheet. (712) © The R. G. Coffman Co., inc.; 4May51 (in notice: 1950); KK62801.

Stock railings for entrance and stoop. Sheet. © The R. G. Coffman Co., inc.; 27Apr51; KK62300.

COHEN, Betty, Sidney Cohen, Robert Leib and Mildred Leib, composing the firm Milglo Jewelry Manufacturing Company. SEE Milglo Jewelry Manufacturing Company.

COHEN, Sidney, Betty Cohen, Robert Leib and Mildred Leib, composing the firm Milglo Jewelry Manufacturing Company. SEE Milglo Jewelry Manufacturing Company.

COLE OF CALIFORNIA, INC. ©.

Announcing Cole of California's children's wear for fall, Little Changemakers. [From Women's wear daily, Apr. 25, 1951, p. 55] Sheet. (LA-189) © 25Apr51; KK62184.

Blaze of glory; swimsuits, sun dresses, in brilliant stripes or finest cotton, beautifully slanted to an exciting summer. [From Life, May 7, 1951, p. 139] Sheet. (LA-196) © 4May51; KK62186.

Cottons are smart, Cole. [From Life, May 21, 1951, p. 22] (Swim suits) Sheet. (LA-194-A) © 18May51; KK62340.

Cottons are smart, smartest swim cottons are Coles. [From Harper's bazaar, Apr. 1951, p. 50] Sheet. © 3Apr51; KK60998.

Gilded Lily. Cole of California original. [From Vogue, May 1951, p. 62] (Swimsuit) Sheet. (LA-195) © 1May51; KK61804.

How to get off to a fast start. [From Women's wear daily, May 2, 1951, p. 45] (Swimsuit) Sheet. (LA-188) © 2May51; KK62183.

Smart women start early in Cole swimsuits. (Swimsuit) Sheet. (LA-193) © 1Apr51; KK61191.

Tender tartans. Cole of California. [From Good housekeeping, May 1951, p. 264] (Beachwear for children) Sheet. © 20Apr51; KK61531.

Transparently beautiful swimsuit. [From Vogue, Dec, 1950, p. 85] (Swimsuit) Sheet. © 1Dec50; KK60956.

We won't talk ... Opening January 2, Cole of California summer beachwear showings. [From Women's wear daily, Dec. 6, 1950, p. 17] Sheet. (LA-184) © 6Dec50; KK62185.

COLEMAN COMPANY, INC.

Coleman home heating equipment. 19 p. (Form A645E) © The Coleman Co., inc.; 9May51; KK61830.

COLLIER, JACK W.

Introducing, Mighty Molecule, standing guard over your health. [From Fort Worth star-telegram, Fort Worth, Tex., May 18, 1951, p. 3] (Drugs) Sheet. © Jack W. Collier, Bever Lee High, Marlin M. Mobley and Bronson Douglas; 18May51; KK62157.

COLLINS, ERNEST VICTOR ©.

Bantam Bomb lighter fills. (Lighter fluid) Card. © 19Jan51; KK57994.

COLUMBIA PICTURE CORPORATION ©.

Flame of Stamboul. (Stills, poster, window cards, lobby display cards, slides & mats) Folder. © 15Dec50; KK61379.

Fort Savage raiders. (Stills, posters, window cards, lobby display cards, slides & mats) Sheet. © 26Dec50; KK61378.

Man's castle. [Reprint] (Stills, posters, window cards, lobby display cards, slides & mats) Sheet. © 22Nov50; KK61377.

Prairie roundup. (Stills, poster, window cards, lobby display cards, slides & mats) Sheet. © 30Nov50; KK61381.

Revenue agent. (Stills, posters, window cards, lobby display cards, slides & mats) Folder. © 29Nov50; KK61380.

COLUMBIA PICTURES COPORATION ©.

Ridin' the outlaw trail. (Stills, poster, window cards, lobby display cards, slides and mats) Sheet. © 8Jan51; KK61382.

Snake River desperadoes. (Stills, posters, window cards, lobby display cards, slides and mats) Sheet. © 31Jan51; KK61383.

Tars and Spars. (Film publicity) Sheet. © 31Jan51; KK59618.

COLUMBIA RECORDS, INC. ©.

Abe Burrows sings; Abe Burrows with orchestra under the direction of Milton DeLugg. (Phonograph records) Label. (CL 6128) © 24Jul50; KK58132.

Arthur Godfrey. 'Twas the night before Christmas. Jingle bells. (Phonograph records) Label. (MJV88) © 25Sep50; KK58351.

Arthur Godfrey sings the Tubby, the Tuba song, and Tweedle-Dee, the clown. (Phonograph records) Label. (MJV89) © 23Oct50; KK58357.

Beethoven: Concerto no. 1 in C major for piano & orchestra, op. 15. (Phonograph records) Label. (ML 4307) © 24Jul50; KK58133.

Benny Goodman. The famous 1938 Carnegie Hall jazz concert. (Phonograph records) Label. (SL160) © 13Nov50; KK58342.

Bizet: Fair maid of Perth suite. (Phonograph records) Label. (ML 2133) © 21Aug50; KK58146.

The candid microphone, vol. 1. Allen Funt. (Phonograph records) Label. (ML4344) © 13Nov50; KK58346.

Carnival of the animals. (Phonograph records) Label. (ML 4355) © 6Nov50; KK58128.

Christmas carols by Ken Griffin. (Phonograph records) Label. (CL 6130) © 18Sep50; KK58152.

Daphnis et Chloé suites nos. 1 and 2. (Phonograph records) Label. (ML 4316) © 4Sep50; KK58160.

Destination moon. (Phonograph records) Label. (CL6151) © 18Sep50; KK58154.

Dude ranch dances. (Phonograph records) Label. (Set H-13) © 31Jul50; KK58131.

Edith Piaf sings again. (Phonograph records) Label. (FL9520) © 2Jan51; KK58426.

Ezio Pinza sings Enchanted melodies. (Phonograph records) Label. (ML2142) © 9Oct50; KK58325.

Football songs; Percy Faith and his orchestra. (Phonograph records) Label. (CL 6148) © 4Sep50; KK58126.

Frosty the snow man; When Santa Claus gets your letter. (Phonograph records) Label. (MJV-75) © 11Sep50; KK58190.

Gene Autry. Here comes Santa Claus. He's a chubby little fellow. (Phonograph records) Label. (MJV84) © 25Sep50; KK58350.

Hits of the Golden Twenties. (Phonograph records) Label. (MM-932) © 17Jul50; KK58134.

Hymns by the Mariners. (Phonograph records) Label. (CL6154) © 20Nov50; KK58328.

I can hear it now. (Phonograph records) Label. (ML4340) © 25Sep50; KK58157.

Isaac Stern in Violin favorites with Alexander Zakin, piano. (Phonograph records) Label. (ML4324) © 2Oct50; KK58336.

Keyboard capers. (Phonograph records) Label. (CL6134) © 4Sep50; KK58159.

Kid Ory. Kid Ory and his creole Dixieland band. (Phonograph records) Label. (C-216) © 9Oct50; KK58327.

Latin-American dance parade. (Phonograph records) Label. (F-16) © 20Nov50; KK58330.

Lily Pons sings Debussy. (Phonograph records) Label. (ML 2135) © 28Aug50; KK58136.

Lily Pons with Andre Kostelanetz and his orchestra in Tales from the Vienna woods. (Phonograph records) Label. (ML2138) © 11Sep50; KK58158.

Little Johnny Pilgrim. Guffy, the goofy gobbler. Gene Autry with Carl Cotner orchestra. (Phonograph records) Label. (MJV83) © 2Oct50; KK58354.

The little toy town parade. Song of the Little Red Hen. Rufe Davis. (Phonograph records) Label. (MJV87) © 23Oct50; KK58355.

The little white duck. Fooba wooba John. Two little owls. Burl Ives. (Phonograph records) Label. (MJV85) © 16Oct50; KK58356.

Love songs from foreign lands. (Phonograph records) Label. (MM 930) © 7Aug50; KK58141.

Manhattan moods; Morton Gould and his orchestra. (Phonograph records) Label. (ML2144) © 16Oct50; KK58338.

Mary Martin in the Bandwagon by Howard Dietz and Arthur Schwartz. (Phonograph records) Label. (ML 2160) © 20Nov50; KK58331.

Mary Martin in the great musical-comedy hit Anything goes by Cole Porter. (Phonograph records) Label. (ML2159) © 20Nov50; KK58329.

Merry Christmas with Gene Autry. (Phonograph records) Label. (CL6137) © 2Oct50; KK58348.

Modern waltzes for two pianos; Arthur Gold and Robert Fizdale. (Phonograph records) Label. (ML2147) © 16Oct50; KK58341.

Modern waltzes for two pianos; Arthur Gold and Robert Fizdale. (Phonograph records) Label. (MM956) © 16Oct50; KK58337.

Mood and melody. (Phonograph records) Label. (C-212) © 21Aug50; KK58149.

Mood and melody. (Phonograph records) Label. (CL 6132) © 21Aug50; KK58130.

More folksongs by Burl Ives. (Phonograph records) Label. (C213) © 25Sep50; KK58352.

Morning, noon and night in Vienna overture. (Phonograph records) Label. (ML2134) © 21Aug50; KK58145.

Mozart: Concerto in G major (K.216) [and] Beethoven: Sonata no. 7 in C minor for violin and piano, op. 30, no. 2. (Phonograph records) Label. (ML 4326) © 11Dec50; KK58117.

Mozart symphony no. 38 in D major. (Phonograph records) Label. (MM-934) © 21Aug50; KK58147.

Mozart: Symphony no. 41 in C major. (Phonograph records) Label. (MM-933) © 21Aug50; KK58148.

Music of Irving Berlin. (Phonograph records) Label. (ML 4314) © 28Aug50; KK58139.

Nelson Eddy in Songs we love. (Phonograph records) Label. (ML4343) © 13Nov50; KK58347.

Original all time hits by Frankie Yankovic and his Yanks. (Phonograph records) Label. (FL9513) © 9Oct50; KK58326.

Paganini: Concerto no. 1 in D major, op. 6. (Phonograph records) Label. (MM-936) © 28Aug50; KK58135.

Paganini: Concerto no. 1 in D major, op. 6 [and] Saint-Saëns: Concerto no. 3 in B minor, op. 61. (Phonograph records) Label. (ML 4315) © 28Aug50; KK58138.

Paris in New York. (Phonograph records) Label. (FL 9515) © 6Nov50; KK58114.

Peter Pan. (Phonograph records) Label. (MM-931) © 17Jul50; KK58150.

Piano moods. (Phonograph records) Label.
  Dardanelle. (CL6142) © 2Oct50; KK58334.
  Eddie Heywood. (CL6157) © 11Dec50; KK58122.
  Erroll Garner. (CL6139) © 2Oct50; KK58349.
  Joe Bushkin. (CL6152) © 2Oct50; KK58335.
  Ralph Sutton. (CL6140) © 2Oct50; KK58333.
  Stan Freeman. (CL 6158) © 11Dec50; KK58123.
  Walter Gross trio. (CL6141) © 2Oct50; KK58332.

Popular favorites. Vol. 3. (Phonograph records) Label. (CL6150) © 18Sep50; KK58153.

Prades Festival, Pablo Casals, director. (Phonograph records) Label.
  v. 1. (ML4345) © 13Nov50; KK58315.
  v. 2. (ML4346) © 13Nov50; KK58316.
  v. 3. (ML4347) © 13Nov50; KK58317.
  v. 4. (ML4348) © 13Nov50; KK58318.
  v. 5. (ML4349) © 13Nov50; KK58319.
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Daffin feed manufacturing equipment. Folder. © 11Jun51; KK62739.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION. INC. ©.

Dig this. Dairy Queen strawberry sundae. [From the Beatrice daily sun, Beatrice, Neb., May 6, 1951, p. 8] (Whole milk and sweet cream frozen food) Sheet. © 6May51; KK62825.

Dream dish. Dairy Queen chocolate sundae. [From the Spanish Fork press, Spanish Fork, Utah, Apr. 19, 1951, p. 8] Sheet. (Whole milk and sweet cream frozen food) Sheet. © 19Apr51; KK62671.

Flavor festival Dairy Queen fruit salad sundae. [From News gazette, Champaign, Ill., May 11, 1951, p. 19] (Whole milk and sweet cream frozen food) Sheet. © 11May51; KK62946.

Grand opening at home. Dairy Queen quarts & pints. [From Daily register mail, Galesburg, Ill., Apr. 20, 1951, p. 9] (Whole milk and sweet cream frozen food) Sheet. © 20Apr51; KK62672.

Hey kids, take mom out for a free treat. Dairy Queen. [From Watertown public opinion, Watertown, S. D., May 11, 1951, p. 2] (Whole milk and sweet cream frozen food) Sheet. © 11May51; KK62670.

M-m-m-m, dream dish. Dairy Queen chocolate sundae. [From Ann Arbor news, Ann Arbor, Mich., Apr. 20, 1951, p. 3] (Whole milk and sweet cream frozen food) Sheet. © 20Apr51; KK62668.

Mm-m-m, frozen just seconds before you eat it. Dairy Queen. (Whole milk and sweet cream frozen food) Sheet.

[From the Saturday evening post, Apr. 21, 1951, p. 144] © 21Apr51; KK62674.

[Strawberry sundae. From the Saturday evening post, June 2, 1951, p. 130] © 2Jun51; KK62675.

Reach for the cone with the curl on top. Dairy Queen. [From Independent daily reporter, Independence, Kan., May 1, 1951, p. 12] (Whole milk and sweet cream frozen food) Sheet. © 1May51; KK62945.

Reach for the cone with the curl on top. Dairy Queen, frozen just seconds before you eat it. [From Chillicothe, Ohio gazette and news-advertiser, Mar. 21, 1951, p. 7] (Whole-milk and sweet-cream frozen food) Sheet. © 21Mar51; KK61714.

Simply super. Dairy Queen strawberry sundae. [From Charleston daily courier, Charleston, Ill., Apr. 19, 1951, p. 6] (Whole milk and sweet cream frozen food) Sheet. © 19Apr51; KK62669.

Spooner's Paradise Dairy Queen Cocoanut Isle sundae. [From Times-republican, Marshalltown, Iowa, Mar. 31, 1951, p. 8] (Whole milk and sweet cream frozen food) Sheet. © 31Mar51; KK61939.

Take some home, Dairy Queen, quarts and pints. [From Fremont guide & tribune, Fremont, Neb., Apr. 28, 1951, p. 8] (Whole-milk and sweet cream frozen food) Sheet. © 28Apr51; KK62944.

Take some home, Dairy Queen quarts & pints. [From Monmouth review atlas, Monmouth, Ill., Apr. 20, 1951, p. 7] (Whole milk and sweet cream frozen food) Sheet. © 20Apr51; KK62673.

Thick & cooling, Dairy Queen malts & shakes. [From the Daily review atlas, Monmouth, Ill., May 4, 1951, p. 9] (Whole-milk and sweet-cream frozen food) Sheet. © 4May51; KK62824.

Time again for Dairy Queen. Opening date Saturday, March 31. [From Ottumwa daily courier, Ottumwa, Iowa, Mar. 30, 1951, p. 14] (Whole-milk and sweet-cream frozen food) Sheet. © 30Mar51; KK61713.

What flavor, please? Try genuine Dairy Queen. [From the Saturday evening post, Aug. 19, 1950, p. 4] (Whole milk and sweet cream frozen food) Sheet. © 14Aug50; KK59188.

DALINE, GORDON ©.

Reddi-Gro lawn seed-feed mix. (Lawn seed, fertilizer mixture) Label. © 13Mar50; KK62019.

DAN DEE PRETZEL AND POTATO CHIP COMPANY ©.

Dan Dee Corn Twistees. Label. © 15Sep50; KK59413.

DANA PERFUMES, INC. ©.

Copiously charged with intrigue. The forbidden perfume by Dana. Tabu. [From Harper's bazaar, Dec. 1950, p. 29] Sheet. © 1Dec50; KK58639.

A Dana perfume says to her, you're wonderful, and says it well. [From Esquire, May 1951, p. 35] Sheet. © 6Apr51; KK63150.

Dramatic fashion echoes the original, indescribably lovely fragrance of the 'forbidden' perfume by Dana. [From Charm, May 1951, p. 8] Sheet. © 25Apr51; KK63153.

Fabulous firebrand for the emotions; the forbidden perfume by Dana. Tabu. [From Town & country, Feb. 1951, p. 1] Sheet. (1032) © 31Jan51; KK58641.

Fervent femininity in four fragrances. [From Charm, Apr. 1951, p. 24] (Perfume) Sheet. © 25Mar51; KK62275.

Fervent femininity in four fragrances [From Vogue, Feb. 15, 1951, p. 35] (Perfume) Sheet. © 15Feb51; KK62270.

In spring _____; the forbidden perfume by Dana. Tabu. [From the New Yorker, Feb. 3, 1951, p. 66] Sheet. © 1Feb51; KK58642.

It's a compliment to her. Parfum Voodoo. [From Esquire, Mar. 1951, p. 109] Sheet. © 9Feb51; KK62271.

It's you who's most important, the forbidden perfume by Dana. [From the New Yorker, June 2, 1951, p. 13] Sheet. © 31May51; KK63151.

Temptress you. Tabu. [From Town & country, Mar. 1951, p. 1] (Perfume) Sheet. © 28Feb51; KK62274.

There is romance, beautiful romance ... Tabu by Dana. [From Esquire, Feb. 1951, p. 17] (Cosmetics) Sheet. (1028) © 10Jan51 (in notice: 1950); KK58640.

There never has been ... a perfume anything like Tabu. [From Esquire, Apr. 1951, p. 133] Sheet. © 9Mar51; KK62272.

To make you a portrait, Tabu. [From Glamour, Apr. 1951, p. 75] (Perfume) Sheet. © 22Mar51; KK62273.

Voodoo, perfume of the night. [From Beauty fashion, Mar. 1951, p. 3] Sheet. © 10Mar51; KK62276.

Voodoo, rich, magnetic, deep in dignity. Voodoo, perfume of the night. [From Town & country, June 1951, p. 106] Sheet. © 31May51; KK63152.

DAPRATO STATUARY COMPANY ©.

Decoration marble by Daprato. (Works of art) Folder. (219) © 15Apr51; KK61263.

Orbronze by studios of Daprato Statuary Company. (Statues) Folder. (Bull. no. 218) © 15Feb51; KK59603.

Studios of Daprato Statuary Company. Bulletin no. 217. 51 p. © 15Jan51 (in notice: 1950); KK58094.

DAVIS, Charles T. and Mabel H. Davis, d.b.a. Princess. SEE Princess Neroli.

DAVIS, Mabel H. and Charles T. Davis, d.b.a. Princess Néroli. SEE Princess Néroli.

DAVIS, RAY W. ©.

Free! Movie ticket days! Look! Your opportunity to attend the movies twice for the price of one! (Theater tickets) Sheet. © 1Dec50; KK57092.

Free movie ticket days. [From the Sheridan press, Sheridan, Wyo., May 12, 1951, p. 2] (Theatre tickets) Sheet. © 12May51; KK62514.

This store is cooperating in the free movie ticket days. (Theatre tickets) Sheet. © 1Dec50; KK57093.

DAVIS MANUFACTURING COMPANY ©.

Davis Out-O-Way ironing cord holder. Carton. © 6Apr51; KK60456.

DAVIS SPECIALTIES, INC. ©.

Your best guarantee of uninterrupted operation on every press is an extra set of bronze, flexible, trouble-free Davis uniflex leakprufd hose [and] A new plate makes your old press finish like a new one. (Metal hose and press plates) Sheet. © 30Mar51; KK60692.

DAVOL RUBBER COMPANY ©.

Three Davol Anti-Colic nipples the Sani-Tab. Label. © 1May51; KK62121.

DAY-BRITE LIGHTING, INC. ©.

Day-Brite curved 11-inch Controlens troffers flange and snap-in type for two and three 40-watt fluorescent lamps. (Fluorescent lighting fixtures) Sheet. © 19Dec50; KK57805.

Day-Brite exit signs. Poster. © 1Mar51; KK60653.

Day-Brite Lighting, inc. Catalog. (Fluorescent lighting fixtures) Sheet.

Section 10, sheet 7. © 13Feb51; KK58665.
Section 10, sheet 8. © 13Feb51; KK58666.
Section 10, sheet 9. © 13Feb51; KK58667.
Section 10, sheet 10. © 13Feb51; KK58668.
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Section 10, sheet 31. © 29Mar51; KK60974.
Section 10, sheet 33. © 29Mar51; KK60973.
Section 10, sheet 37. © 20Mar51; KK60078.
Section 20, sheet 16. © 19Dec50; KK57802.
Section 20, sheet 20. © 19Dec50; KK57803.
Section 20, sheet 21. © 19Dec50; KK57804.
Section 30, sheet A. © 28Feb51; KK60976.
Section 30, sheet B. © 19Mar51; KK59788.
Section 30, sheet 13. © 29Mar51; KK60972.
Section 30, sheet 17. © 19Mar51; KK59787.
Section 40, sheet A. © 1Mar51; KK59321.
Section 40, sheet A. © 29Mar51; KK60971.

DAZOR MANUFACTURING CORPORATION ©.

List of authorized distributors, effective March 1, 1951; Dazor floating fixtures. (Light fixtures) Pamphlet. (549) © 15Mar51; KK60221.

DAZOR MANUFACTURING CORPORATION ©.
Cont'd.

List of authorized service stations, effective March 1, 1951; Dazor floating fixtures. (Light fixtures) Pamphlet. (584) © 15Mar51; KK60220.

DEALER SALES BUILDERS COMPANY ©.

Decorator color kitchens and bathrooms; how to paint them. Folder. © 15Jan49; KK62535.

Decorator color tints walls in one coat; how to paint them. Folder. © 15Jan49; KK62533.

Decorator color walls; how to paint them. Folder. © 15Jan49; KK62534.

Decorator color woodwork; how to paint it. Folder. © 15Jan49; KK62536.

The modern, easy way to apply Fuller paint. Full-coater. (Paint roller) Folder. © 15Jan49; KK62532.

Wallpaper for your baby's room. Folder. © 20Dec50; KK62539.

Wallpaper for your bathroom. Folder. © 20Dec50; KK62548.

Wallpaper for your bed room. Folder. © 20Dec50; KK62546.

Wallpaper for your breakfast room. Folder. © 20Dec50; KK62545.

Wallpaper for your dining room. Folder. © 20Dec50; KK62538.

Wallpaper for your entrance hall. Folder. © 20Dec50; KK62542.

Wallpaper for your guest room. Folder. © 20Dec50; KK62549.

Wallpaper for your kitchen. Folder. © 20Dec50; KK62544.

Wallpaper for your living room. Folder. © 20Dec50; KK62540.

Wallpaper for your modern living room. Folder. © 20Dec50; KK62543.

Wallpaper for your rumpus room. Folder. © 20Dec50; KK62541.

Wallpaper for your stairway. Folder. © 20Dec50; KK62547.

DEARBORN CHEMICAL COMPANY ©.

Replacement materials are scarce. No-Ox-id. (Rust preventive) Folder. (Bull. no. 3081) © 15Jan51; KK61165.

DEARBORN MOTORS CORPORATION ©.

Bury thieves, enrich your soil. Ford. [From Capper's farmer, June 1951, p. 14] (Farm equipment) Sheet. © 25May51; KK62740.

Capture prime hay crop quality. Dearborn farm equipment. [From the Progressive farmer, May 1951, p. 69] Sheet. © 15Apr51; KK62280.

Cinch better hay crops with this gentled side delivery rake. Dearborn farm equipment. [From the Idaho farmer, Apr. 19, 1951, p. 17] Sheet. © 19Apr51; KK62285.

Crops go in easier, faster, with Ford tractor power and Dearborn implements. [From Successful farming, Jan. 1951, p. 65] Sheet. © Dearborn Motors Co. (in notice: Dearborn Mortors Corp.); 18Dec50; KK57731.

Dearborn-Peoria fertilizer grain drill. (Farm equipment) Sheet. (AD-5610) © 15Jan51; KK59569.

Dearborn-Peoria fertilizer grain drill, model 12-42. (Farm equipment) Sheet. (AD-5602) © 28Nov50; KK57346.

Dearborn-Wood Bros. combine, PTO driven, model 16-37, bin; model 16-38, bagger. New product announcement. Sheet. (5626) © 29Jan51; KK59979.

For particular farmers, Dearborn-Wood Bros., the unexcelled combine. Dearborn farm equipment. Ford tractor. [From the Progressive farmer, Mar. 1951, p. 27] Sheet. © 15Feb51; KK60170.

The forward look for weed-free crops. Dearborn farm equipment. [From the Western farm life, Apr. 15, 1951, p. 16] Sheet. © 15Apr51; KK62282.

Give this disc plow your tough, trashy breaking. Dearborn farm equipment. [From the Southern planter, May 1951, p. 13] Sheet. © 1May51; KK62283.

Lift type corn drill planter. Sheet. (5605) © 10Jan51; KK59980.

Lift type Dearborn corn planter. (Farm equipment) Sheet. (AD-5604) © 10Jan51; KK59570.

Material handling magic. Dearborn farm equipment, Ford tractor. [From National county agent and Vo-Ag teacher, Jan. 1951, inside front cover] Sheet. © 25Dec50; KK57655.

This disc rides to work, adjusts to cut or level. Dearborn farm equipment. Ford tractor. [From the Progressive farmer, Feb. 1951, p. 26] Sheet. © 15Jan51; KK60169.

Top production, with less help, at low cost. Ford tractor. Dearborn farm equipment. [From Successful farming, Mar. 1951, p. 135] Sheet. © 20Feb51; KK60194.

2 great new lift type planters. Ford tractor, Dearborn farm equipment. [From Farm implement news, Dec. 25, 1950, p. 63] Sheet. © 20Dec50; KK57680.

Waves of green, a Technicolor motion picture produced by Dearborn Motors. Ford tractor. Dearborn farm equipment. [From County agents directory, 36th ed., 1951, p. 27] Sheet. © 15Feb51; KK60166.

What's in a name? Dearborn farm equipment. [From Eastern dealer, May 1951, p. 6] Sheet. © 1May51; KK62284.

Woodlot magic. Ford tractor, Dearborn farm equipment. [From Agricultural leaders' digest, Mar. 1951, p. 30-31] Sheet. © 1Mar51; KK60255.

DE CHRISTOPHER, EUGENE.

Chris-Cut cartoons. Oroweat. (Bread) Folder. © Eugene De Christopher, d.b.a. Chris & Chris Studio Productions; 5Apr51; KK60968.

A Chris Studio creation. (Felt cut-outs) Sheet. © Eugene De Christopher, d.b.a. Chris, & Chris Studio Productions; 31May50; KK59599.

DECKER, FREDERICK J. ©.

Pneumatic seat. Label. © 25Nov50; KK57547.

DEEPFREEZE Appliance Division, Motor Products Corporation. SEE Motor Products Corporation. Deepfreeze Appliance Division.

DE LAVAL SEPARATOR COMPANY ©.

De Laval for top performance. (Cream separators, etc.) Poster. © 8Dec50; KK57435.

DELERY, GEORGE V. ©.

At home or beach, Fourplay checkers won't blow with the wind. (Game) Sheet. © 19Feb51; KK59528.

DELMAR PRODUCTS COMPANY ©.

Touch, waterless hand cleaner. 6 fl. oz. Label. © 21Mar51; KK59769.

DELTA MACHINE WORKS ©.

Keep the cutting edge on cultivation with the Kitchell universal disc grinder. Folder. © 29Nov50; KK57096.

DELTALON SPECIALTIES COMPANY ©.

Endopoints. Sterile impregnated paper points for dentists. Label. © 24Nov48; KK60879.

DELUXE PRODUCTS CORPORATION ©.

Clean lubrication; the key to keeping engines young. Deluxe. 39 p. © 15Mar51; KK60108.

DEMERT AND DOUGHERTY, INC. ©.

Linoblend oil. (Painting oil) Label. © 15Sep50; KK60690.

DENTISTS' SUPPLY COMPANY OF NEW YORK.

The tooth budget plan. (Artificial teeth) 16 p. © The Dentists' Supply Co. of New York; 3Jan51; KK58251.

DE PREE COMPANY.

Be sure of yourself in any situation. Take Nullo daily. (Deodorant tablet) Sheet. © The De Pree Co.
5106. © 16Apr51; KK61414.
5111. [Boy and girl playing tennis. From Chicago daily news, May 19, 1951, p. 17] © 19May51; KK62167.
5113. [Dressing table] © 2Jun51; KK62827.
5114. [Horseback] © 16Jun51; KK62828.

Chlorophyll tablets big business today ... Nullo kills body odors and bad breath. Sheet. © The De Pree Co.; 7May51; KK62177.

Featured in Reader's digest. Nullo is the amazing chlorophyll deodorant you take like a vitamin. Sheet. © The De Pree Co.; 10Oct50; KK59930.

Nullo kills body odors and bad breath. New pill stops all fear of offending ... Sheet. (5005) © The De Pree Co.; 4Dec50; KK61409.

Nullo means business in 1951. These sales helps will make Nullo the hottest item in your store. (Deodorant tablet) Sheet. (5109) © The De Pree Co.; 5Mar51; KK59553.

DERMAL RESEARCH SERVICE BUREAU ©.

Dermal research topics. (Soap) Sheets. (Service bulletins)
Apr. 1951. (21) © 30Apr51; KK61333.

DEROACH COMPANY.

De-Roach; brush it on. (Insecticide) Label. © DeRoach Co., subsidiary of Gaston Johnston Corp.; 27Mar51; KK61454.

DESIGNED PRODUCTS, INC. ©.

Make Bible stories come to life in your home with visualized Bible-Life. [Box] (Bible cut-outs) Label. © 11Dec50; KK57577.

Make Bible stories come to life with visualized Bible-Life. [Envelope] (Bible cut-outs) Label. © 29Nov50; KK57576.

DESMOND, Gerald J., and Warren E. Savant, d.b.a. Fresh Orange Juice Company. SEE Fresh Orange Juice Company.

DE-STROY LABORATORIES.

De-Stroy, death to rats and mice. Contains Warfarin. Label. © Jack Cameron, d.b.a. De-Stroy Laboratories; 10Mar51; KK59914.

DETEX WATCHCLOCK CORPORATION ©.

Plant protection for national defense. Rev. manual. Detex Guardsman. (Watchmen's clocks) 12 p. © 30Apr51; KK61914.

DETROIT STAMPING COMPANY ©.

De-Sta-Co toggle clamps for clamping parts in production. 27 p. (51) © 1Nov50; KK60432.

DETROIT STEEL CORPORATION ©.

How to improve your steel-getting chances. [From Detroit purchasor, Apr. 1951, p. 16] (Steel) Sheet. © 10Apr51; KK60942.

How to obtain more steel from warehouse stock. [From Detroit purchasor, May 1951, p. 11] Sheet. © 10May51; KK62367.

Necessity the mother of adaptation applies to purchasing, too. [From Detroit purchasor, Jan. 1951, p. 17] (Steel) Sheet. © 10Jan51; KK57592.

The 3 R's of Reliance service. [From Detroit purchasor, Feb. 1951, p. 12] (Steel) Sheet. © 10Feb51; KK58989.

When experience counts. [From Detroit purchasor, Mar. 1951, p. 21] (Steel) Sheet. © 10Mar51; KK61040.

DETTRA FLAG COMPANY, INC. ©.

U. S. Flag; Glory-Gloss, lustrous rayon taffeta. Label. © 31Jan51; KK58078.

U. S. Flag; Royal-Oaks, finest quality rayon taffeta. Label. © 31Jan51; KK58079.

DEXTER (FRED) AND STAFF ©.

Dexter diaper. [Baby diaper demonstration set] Folder. © 11May51; KK61981.

DE WALT, INC. ©.

Here's great news for home workshop owners. De Walt Power Shop. (Woodworking machines) Folder. (PSS-100-5011) © 1Dec50; KK57656.

Model GE 350 DeWalt. (Saw) Sheet. © 23Jan51; KK58302.

Model GE 400 DeWalt. (Saw) Sheet. © 23Jan51; KK58299.

Model GR 350 DeWalt. (Saw) Sheet. © 23Jan51; KK58300.

Model GR 400 DeWalt. (Saw) Sheet. © 23Jan51; KK58301.

DEWEY AND ALMY CHEMICAL COMPANY ©.

Cry-O-Rap blanket bags. Label. © 25Jan51; KK61221.

Cry-O-Rap blanket bags. Label. © 29Dec50; KK61214.

Cry-O-Rap damp bag. (Large size clothes bag) Label. © 13Nov50; KK61217.

Cry-O-Rap damp bag. (Medium size clothes bag) Label. © 13Nov50; KK61218.

Cry-O-Rap dress bag. Label. © 29Dec50; KK61213.

Cry-O-Rap dress or coat bag. Label. © 25Jan51; KK61220.

Cry-O-Rap plastic food bags. Label. (3) © 20Oct50; KK61215.

Cry-O-Rap plastic food bags. Label. (5) © 20Oct50; KK61216.

Cry-O-Rap suit bag. (Plastic packaway suit bag with moth crystals) Label. © 25Jan51; KK61219.

Cry-O-Rap suit bag. (Plastic, transparent, airtight suit bag) Label. © 29Dec50; KK61222.

DIAHAE, Amy d.b.a. Dianae Products. SEE Dianae Products.

DIAMOND INSTITUTE OF AMERICA, INC. ©.

Your chance to win a diamond. [From Providence Sunday journal, Jan. 7, 1951, p. 7] Sheet. © 7Jan51; KK57858.

DIANAE PRODUCTS.

Dianae. (Cosmetics) Label. © Amy Diahae, d.b.a. Dianae Products; 16Mar51; KK61933.

DICKENSON, Ralph W., sole owner, Organic Service Company. SEE Organic Service Company.

DICTAPHONE CORPORATION ©.

Dictaphone Time-Master [indication pad] (Dictating machine) Pamphlet. (B-86) © 8Dec50; KK60584.

DIENER, THEODORE HENRY ©.

Silicone invisible repellant. (Waterproofing construction) Label. © 17May51; KK62968.

DIETERICH PRODUCTS CORPORATION ©.

Where to eat in Chicago. [Booklet on restaurants] (Exterior automobile visors) 34 p. (F-137) © 24Nov50; KK57341.

DIGBY PRODUCTS, LTD. ©.

The All-American. (Ring binders and school bags) Label. © 2Jan51; KK57041.

DINNEEN AND SON ©.

LaMar kitchen units. (Kitchen and bathroom wooden cabinet units) Label. © 15Mar48; KK62458.

DIRECTORY PUBLISHING COMPANY.

Greater Chicago business classified directory. Sheet. © Directory Publishing Co., Stanley Oleck, prop.; 15May51; KK62707.

DIRECTORY PUBLISHING CORPORATION ©.

Greater New York City business classified directory. Return this with your check. (Directory listings) Sheet. © 1May51; KK62344.

DISNEY (WALT) PRODUCTIONS ©.

Alice in Wonderland. (Book) Label. (2140) © 19Feb51; KK59763.

Walt Disney's Alice in Wonderland 15 stand-up figures with plastic bases. (Game for children) Label. (5613) © 16May51; KK63107.

Walt Disney's Alice in Wonderland. 18 sheets of notepaper, 12 envelopes. Label. (2054-25) © 28May51; KK63108.

Walt Disney's Alice in Wonderland sewing cards. (Game for children) Label. (5313) © 16May51; KK63106.

DIXIE CHEMICAL CORPORATION ©.

Application for membership ... $1000.00 per Acre Club. Dixie fertilizer. Sheet. © 28Apr51; KK63022.

Member Dixie $1000.00 per Acre Club. Dixie fertilizers. Sheet. © 28Apr51; KK63023.

DIXIE CUP COMPANY ©.

Melody, design 100A. (Paper cups) Label. © 8Dec50; KK57186.

DR. PEPPER COMPANY ©.

Dr. Pepper dealers everywhere celebrate baseball's anniversary year with big welcome back to baseball jubilee. [From St. Louis post-dispatch, Apr. 8, 1951] (Soft drink) Sheet. © 8Apr51; KK62913.

Drink Dr. Pepper; a lift for life. [From Amarillo Sunday news-globe, Jan. 21, 1951] (Soft drink) © 21Jan51; KK62918.

A lift for life; drink Dr. Pepper. [From Greensboro daily news, Greensboro, N. C., May 13, 1951] (Soft drink) Sheet. © 13May51; KK62917.

DOEHLA (HARRY) COMPANY ©.

Cash discount certificate, value $1.00. (Money-maker outfit) Sheet. © 15May51; KK62490.

Cash discount certificate, value $1.05. [Green] Sheet. © 31May51; KK62475.

Cash discount certificate, value $1.05. [Red] Sheet. © 31May51; KK62474.

Cash discount certificate, value $1.25. (Christmas money-maker outfit) Sheet. © 15May51; KK62488.

Cash discount certificate $1.60. [Green] (Christmas money-maker outfit) Sheet. © 15May51; KK62489.

Cash discount certificate, value $1.60. [Red] (Christmas money-maker outfit) Sheet. © 15May51; KK62487.

DOHO CHEMICAL CORPORATION ©.

In obstetrics, the safe nasal decongestant. Rhinalgan. (Medicinal) Sheet. © 25Apr51; KK62840.

Nasopharyngoscopy in acute otitis media. Rhinalgan and Auralgan. O-Tos-Mo-San. Rectalgan. (Medicinal) Folder. © 26Mar51; KK60837.

Rhinalgan nasal decongestant, without circulatory or respiratory effect. Makers of Auralgan, O-Tos-Mo-San, Rectalgan. (Medicinal) Folder. © 25Jan51; KK59335.

Self-medication harmful, over-medication dangerous. Auralgan. Rhinalgan. O-Tos-Mo-San. Rectalgan. (Medicinal) Folder. © 3Apr51; KK60838.

DOHO CHEMICAL CORPORATION. Mallon Division ©.

Anorectal diseases associated with infection. (Medicinal) Sheet. © 17Apr51; KK62841.

Carcinoma, polypoid growths. (Medicinal) Sheet. © 1May51; KK62842.

Hemorrhoids and associated conditions. Liquid Rectalgan. (Medicinal) Folder. © 15Mar51; KK60839.

Normal findings with anosigmoidoscopy. Rectalgan. (Medicinal) Folder. © 28Feb51; KK60836.

Rectalgan in hemorrhoids and pruritus, following perineal suturing in obstetrics and gynecology. Makers of Auralgan, O-Tos-Mo-San and Rhinalgan. (Medicinal) Folder. © 20Feb51; KK59336.

DOLCIN CORPORATION ©.

The biggest coupon ever for the Dolcin deal of a lifetime. [From American druggist, Jan. 1951, p. 12-13] (Pharmaceutical) Sheet. (D-116) © 1Jan51; KK57426.

The biggest coupon ever for the Dolcin deal of a lifetime. [From Drug topics, Jan. 1, 1951, p. 49] (Pharmaceutical) Sheet. (D-116A) © 1Jan51 (in notice: 1950); KK57425.

Dolcin deal of a lifetime expires February 17th. [From American druggist, Feb. 1951, p. 56] (Pharmaceutical) Sheet. © 1Feb51; KK58695.

Dolcin deal of a lifetime expires February 17th. [From Drug topics, Jan. 29, 1951, p. 71] (Pharmaceutical) Sheet. © 29Jan51; KK58696.

Here are the Dolcin deals you asked for. [From American druggist, Mar. 1951, p. 57] (Pharmaceutical) Sheet. (D-172) © 1Mar51; KK59675.

Here are the Dolcin deals you asked for. [From Drug topics, Feb. 26, 1951, p. 79] (Pharmaceutical) Sheet. (D-172A) © 26Feb51; KK59674.

Hurry. Dolcin deals expire April 28. [From Drug topics, Apr. 9, 1951, p. 98] (Pharmaceuticals) Sheet. (D-178) © 9Apr51; KK60735.

DOMESTIC SEWING MACHINE COMPANY ©.

Proof you can have extra dollars. Domestic Sewmachines. Poster. (A-88) © 17Jan51; KK57719.

Your tax-free Domestic Sewmachine E. Q. Device. © 28Dec50; KK57285.

DOMORE CHAIR COMPANY, INC. ©

Physical fitness and personal appearance. (Posture chairs and proper seating) Pamphlet. © 15Feb51; KK62017.

Proper seating is a specialty. (Posture office chairs) Pamphlet. (D-280) © 7Mar51; KK59801.

DONAHUE SALES CORPORATION ©

Write today for your free set of ... filmstrips. (Teaching aids) [From Forecast for home economists, Feb. 1951, p. 36] Sheet. © 20Jan51; KK58970.

DONNELLEY (R. R.) AND SONS COMPANY ©

Noland Company black or galvanized steel pipe ... Sheets. © 5Mar51; KK59419.

DONOVAN AND SEAMANS COMPANY ©

Your diamond, what determines its value? Pamphlet. © 1Nov50; KK58846.

DORCHESTER PRODUCTS COMPANY ©

Now, you can actually enjoy your deodorant. Chew away body odors and bad breath in seconds; both with amazing new Chlorophyll chewing gum. Sheet. © 12May51; KK62182.

DORR COMPANY.

Annual report, 1950. Research engineering equipment. 12 p. © The Dorr Co.; 4May51; KK61813.

The Dorrco Hydro-Treator. 24 p. (Bull. no. 9041) © The Dorr Co.; 27Mar51; KK60251.

FluoSolids; roasting of sulphides. Dorrco. (Reactors) Folder. (Bull. no. 7500) © The Dorr Co.; 20Apr51; KK61061.

DOUGHTEN SEED COMPANY.

Faith lawn grass seed. Label. © The Doughten Seed Co.; 26Feb51; KK60401.

Freedom lawn grass seed. Label. © The Doughten Seed Co.; 26Feb51; KK60402.

Island Green mixed grass seed. Label. © The Doughten Seed Co.; 26Feb51; KK60404.

Sunnyside mixed grass seed. Label. © The Doughten Seed Co.; 26Feb51; KK60403.

DOUGLAS, Bronson.

Introducing, Mighty Molecule, standing guard over your health. KK62157. SEE Collier, Jack W.

DOW CORNING CORPORATION ©

Cornelia cloth; polishes as it cleans glass and furniture. (Polishing cloths) Label. © 15Sep50; KK58459.

If you wear glasses, this is for you. Special sale, Sight Savers. [From Parade, Sept. 3, 1950, p. 13] (Lens polishing tissues) Sheet. © 3Sep50; KK57521.

DRACKETT COMPANY.

Hand over that spoon. I just remembered I didn't put Drano in the drains this week. Sheet. © The Drackett Co.; 20Sep50; KK61124.

I'll be with you guys in a second. I'm using Windex Spray. (Glass cleaner) Sheet. © The Drackett Co.; 22May51; KK62252.

Seems like everybody's changing to Windex spray. (Glass cleaner) Sheet. © The Drackett Co.; 20Sep50; KK61125.

DRELL MANUFACTURING COMPANY, INC. ©

Animal reflections, lapel pins. Drellco. Poster. © 10Feb51; KK59161.

Moonstones and Music, lapel pins; number 1 on the jewelry hit parade. Drellco. Poster. © 10Feb51; KK59162.

DRESSER MANUFACTURING DIVISION ©

Dresser current flow from potential drop calculator. Zipcoat. (Corrosion products) Device. © 4Oct50; KK59121.

DREWRYS, LTD., U. S. A., INC. ©

Every day thousands more switch to beer as only Drewrys makes it. It's the knack of knowing how that makes the difference. [From the Detroit times, Mar. 13, 1951, p. C-27] Sheet. © 13Mar51; KK60315.

It's the knack of knowing how that makes the difference! You can't miss with Drewry's extra dry beer. Always hits the spot! [From Iron River reporter, Mar. 15, 1951, p. 6] Sheet. © 15Mar51; KK60316.

DRI DUX, INC. ©

Dri Dux, makes clothing water and mildew resistant. Label. © 8Mar51; KK59328.

DRITZ (JOHN) AND SONS ©

Dritz automatic pinner. Label. © 25Apr51; KK62635.

Dritz button maker. Make fancy-stitched covered buttons easily. Label. (722) © 15Feb51 (in notice: 1950); KK59331.

Dritz covered buckle. Label. © 18May51; KK62639.

Dritz genuine pearl Dot Snappers refill. Label. (654) © 29Aug50; KK59333.

Dritz nylon snaps. Label. © 1May51; KK62634.

Dritz seam ripper and button-hole cutter. Label. © 6Mar51; KK59332.

Dritz self-threading sewing machine needle. Label. (615) © 5Feb51; KK59334.

Dritz skirt marker. Label. © 23Apr51; KK62664.

DRYCO CORPORATION ©

Finish better, finish faster; use Dryco equipment. (Ironing equipment) Sheet. © 16Mar51; KK59595.

DUBONNET CORPORATION ©

Versatile; in cocktails, tall drinks or straight. Dubonnet. [From Cue, Apr. 22, 1950, p. 7] (Wine) Sheet. © 20Apr50; KK58891.

DUDLEY, HUGH B. ©

All weather Kar-Kooler. (Metallic funnel-shaped pipe for passage of air) Label. © 12May51; KK62972.

DUGDALE, GEORGE ©

The amazing facts about Actumus. (Soil fertility builder) Folder. © 26Jan51; KK59814.

Better lawns. Drumcliff lawn grass seed. Folder. © 5Jan51; KK59815.

DU MONT (ALLEN B.) LABORATORIES, INC. ©

Another Du Mont first, another mark of distinction for Du Mont dealers. The Royal Sovereign. [From Radio & television retailing, Mar. 1951, p. 6] (Television) Sheet. (51-DR-T-4) © 1Mar51; KK60461.

The Bickersons, the outstanding husband and wife comedy team of all time. Star Time. [From Broadcasting-telecasting, Jan. 29, 1951, p. 59] (Electronics and television) Sheet. 51-DN-T-28) © 29Jan51; KK60458.

Captain Video is a Du Mont built and produced program. [From Broadcasting; telecasting, Jan. 15, 1951, p. 49] (Electronics and television) Sheet. © 15Jan51; KK59216.

Cavalcade of Bands. Over the facilities of the Du Mont Television Network. [From Broadcasting-telecasting, Feb. 26, 1951, p. 53] (Electronics and television) Sheet. (51-DN-T-34) © 26Feb51; KK60460.

Companionpiece of gracious living. [From Life, Oct. 23, 1950, p. 71] (Television receivers) Sheet. © 20Oct50; KK57123.

Du Mont cathode-ray equipment. 15 p. (760-GWP) © 12Sep50; KK59220.

Du Mont cathode-ray equipment. 15 p. (760-HWP-15K) © 9Mar51; KK60464.

Du Mont, first in television with quality control. [From Industrial quality control, June 1950] (Television receivers) Sheet. © 1Jun50; KK57120.

Du Mont for the finest electronic tuning in television. [From House beautiful, Feb. 1951, p. 1] Sheet. (51-DR-M-8) © 19Jan51; KK59363.

Du Mont for the finest electronic tuning in television. [From the New York journal American, Feb. 21, 1951, p. 16] (Precision electronics and television) Sheet. (Ad. no. 51-DR-N-9) © 21Feb51; KK61923.

Du Mont oscillograph-record cameras. 15 p. (10015-10K-WP-9-50) © 12Sep50; KK59221.

Du Mont presents the Westminster, series 2. (Television receiver) Folder. © 24Oct50; KK63113.

Du Mont proudly presents the Westminster, series II. [From House and garden, Apr. 1951, p. 1] (Precision electronics and television) Sheet. © 20Mar51; KK61924.

Du Mont proudly presents the Westminster, series II. [From the New Yorker, Dec. 30, 1950, p. 29] (Television) Sheet. (51-DR-M-6A) © 28Dec50; KK58579.

The Du Mont story, the most exclusive, basic, effective sales story in television. [From Radio and television retailing, Apr. 1951, p. 22] (Precision electronics and television) Sheet. © 1Apr51; KK61925.

The Du Mont story, the most exclusive, basic, effective sales story in television. [From Retailing daily, Apr. 25, 1951, p. 33] (Precision electronics and television) Sheet. (51-DR-T-38) © 25Apr51; KK61927.

Enchanted lands right in your home. Westminster series II. [From Better homes & gardens] (Television receivers) Sheet. © 24Nov50; KK57121.

Engineered for the exacting. Du Mont. [From the New York times, Jan. 24, 1951, p. 16] (Television receiver) Sheet. (50-DR-N-10) © 24Jan51; KK59218.

Get more out of life with television. [From New York times, Dec. 6, 1950, p. 37] (Television receivers) Sheet. © 6Dec50; KK57122.

Here is Bob Hope. The Fairfield. [From New York times, Apr. 9, 1950, p. 43] (Television receivers) Sheet. © 9Apr50; KK57119.

How Du Mont's extra tubes mean extra sales for you. [From Radio and television weekly, Oct. 18, 1950, p. 11] (Television) Sheet. (50-DR-T-3) © 18Oct50; KK59362.

I know why Du Monts are better. [From Radio & television retailing, Feb. 1951, p. 10] (Television receivers) Sheet. (51-DR-T-2) © 1Feb51; KK59215.

In buying a television receiver, your ultimate decision is this: Du Mont. [From the New Yorker, Feb. 25, 1950, p. 41] Sheet. © 23Feb50; KK58577.

In electronic research Du Mont sets the pace. [From Shipmate, Jan. 1951, inside front cover] Sheet. (50-DI-T-2) © 25Dec50; KK58580.

New Du Mont Steadibeam, always a clinching sales point. [From Electrical merchandising, Jan. 1951, p. 284] (Television receiver) Sheet. (51-DR-T-1) © 1Jan51; KK59217.

The new Du Mont type 303; a quantitative 10-megacycle cathode-ray oscillograph. 7 p. (10014-WP) © 12Sep50; KK59219.

The new Du Mont type 303, a quantitative 10-megacycle cathode-ray oscillograph. 7 p. (2/303WP10K) © 9Mar51; KK60465.

The Oscillographer. (Oscillographs) Pamphlet.

Mar.-Apr. 1945. © 15Mar45; KK61358.

May-June 1945. © 17May45; KK61359.

July-Aug. 1945. © 12Jul45; KK61360.

Jan.-Mar. 1948. © 13Feb48; KK61361.

Apr.-June 1948. © 14May48; KK61362.

July-Sept. 1948. © 13Aug48; KK61363.

Oct.-Dec. 1948. © 12Nov48; KK61364.

Jan.-Mar. 1949. © 15Mar49; KK61365.

Apr.-June 1949. © 15Jun49; KK61366.

July-Sept. 1949. © 15Aug49; KK61367.

Oct.-Dec. 1949. © 15Oct49; KK61368.

Jan.-Mar. 1950. © 15Feb50; KK61369.

Apr.-June 1950. © 30Jun50; KK61370.

July-Sept. 1950. © 1Feb51 (in notice: 1950); KK61468.

Presenting five new and distinguished television sets. [From Times union, Albany, May 9, 1950, p. 6] Sheet. © 9May50; KK57124.

Presenting the Du Mont 17s. (Television receiver) Folder. (CL-3) © 16Nov50; KK58578.

The Royal Sovereign by Du Mont. (Television receiver) Folder. © 7Mar51; KK63112.

The story of electronics is the story of Du Mont. [From Signal, Nov.-Dec. 1950, p. 4 of cover] (Television receivers) Sheet. © 1Dec50; KK57126.

The TV series with the built-in audience. Ellery Queen. Sponsored by Kaiser-Frazer. [From Broadcasting-telecasting, Dec. 25, 1950, p. 59] (Electronics and television) Sheet. (50-DN-T-21) © 25Dec50; KK60459.

They're new. They're exciting values. They're Dumont. [From New York journal American, May 9, 1950, p. 9] (Television receivers) Sheet. © 9May50; KK57127.

30 inches, the world's largest television tube, another Du Mont first. Teleset. The Royal Sovereign. [From National geographic magazine, Mar. 1951] Sheet. (51-DRM-14A) © 1Mar51; KK60463.

30 inches, the world's largest television picture tube. The Royal Sovereign by Du Mont. Lifetone. Teleset. [From House beautiful, Mar. 1951, p. 1] Sheet. (51-DRM-14C WA740-C) © 21Feb51; KK60457.

30 reasons why Du Mont television is today's best value. [From the New York times, Feb. 14, 1951, p. 18] Sheet. © 14Feb51; KK61922.

20th year as pioneer. Du Mont, first with the finest in electronics. [From the National geographic magazine, Apr. 1951] (Precision electronics and television) Sheet. (51-DR-M-10C) © 1Apr51; KK61926.

20th year as pioneer. Du Mont, first with the finest in electronics. [From the Saturday evening post, Apr. 7, 1951, p. 14-15] (Precision electronics and television) Sheet. © 4Apr51; KK61928.

Twenty years of Du Mont electronic leadership. Teleset. Du Mont precision electronics and television. [From Shipmates, Mar. 1951, p. 2 of cover] Sheet. (50-DI-T-3) © 25Feb51; KK60462.

The ultimate in television enjoyment. Du Mont, first with the finest in television. (Television receivers) Folder. © 27Mar51; KK63114.

Why the Du Mont Signalock is an important key to TV sales. [From Radio & television retailing, Dec. 1950, p. 43] (Television receivers) Sheet. © 1Dec50; KK57125.

DUNBAR FURNITURE CORPORATION OF INDIANA ©.

Dunbar for modern. (Wood and upholstered furniture) 28 p. © 27Apr51; KK61324.

DUNCAN ACCOUNTING COMPANY.

Recapper; the bookkeeper's friend. (Bookkeeping system) Label. © Theron E. Capp and Carl R. Cockerham, d.b.a. Duncan Accounting Co.; 23May51; KK62218.

DUNNE (FRANK W.) COMPANY ©.

Now you can be sure of pleasing color schemes. Dunne Color Suited paints. [From Sunset, Apr. 1951, p. 51] Sheet. © 25Mar51; KK59808.

DUO Therm Division. Motor Wheel Corporation. SEE Motor Wheel Corporation. Duo Therm Division.

DUOTONE COMPANY, INC. ©.

Replacement needle guide. (Phonograph needles) Sheet. © 14Dec50; KK58048.

DU PONT DE NEMOURS (E. I.) AND COMPANY ©.

Selling slants. Du Pont Zerone, Zerex anti-freeze. Folder.

Mar. 1951. (A-1638) © 12Mar51; KK60224.

May 1951. © 17May51; KK62279.

DURKEE-ATWOOD COMPANY ©.

Biggest news in fan belt history. [From Jobber topics, Feb. 1951, p. 8-9] Sheet. © 15Feb51; KK61742.

Dealers, you told us your V-belt problems; this sealed plastic package is the answer. [From Super service station, May 1951, p. 111] (Fan belts) Sheet. © 15May51; KK62485.

New sealed-plastic package guarantees their sealed-in mileage. Factory fresh when you buy 'em. [From Super service station, Apr. 1951, p. 58-59] (Fan belts) Sheet. © 15Apr51; KK61602.

No wonder dealers say, I'll buy that. Factory fresh when you buy 'em. [From Jobber topics, June 1951, p. 108-109] (Fan belts) Sheet. © 15Jun51; KK62822.

Sensational news; factory fresh V-belts in Durkee-Atwood's exclusive sealed package. [From Super service station, Mar. 1951, p. 66-67] (Fan belts) Sheet. © 15Mar51; KK61603.

Signed, sealed and delivered to your customers factory fresh. [From Super service station, June 1951, p. 59] (Fan belts) Sheet. © 15Jun51; KK62823.

Take a fresh look at your belt business. [From Jobber topics, Apr. 1951, p. 108-109] (Fan belts) Sheet. © 15Apr51; KK61601.

DURO-TEST CORPORATION ©.

Ask the men who use them. Duro-Test. [From Municipal signal engineer, Apr. 1951, p. 60] (Traffic signal lamps) Sheet. © 1Apr51; KK61403.

Duro-Test volt-rated starters. (Fluorescent lamp starters) Folder. © 15Mar51; KK61405.

Shopper's guide, lighting by Duro-Test. (Fluorescent lamps) Sheet. © 15Feb51; KK61401.

10,000 user hours. Only Duro-Test has DXC. [From the Clover Farm bee, Mar. 1951, p. 12] (Fluorescent lamps) Sheet. © 15Mar51; KK61402.

What's Duro-Test DXC? What's Duro-Test Candelite? [From National furniture review, Mar. 1951, p. 100] (Fluorescent lamps) Sheet. © 15Mar51; KK61404.

DWARFIES CORPORATION ©.

Dwarfies Poly-X. (Vitamin and mineral capsules) Label. © 15Feb51; KK61375.

Dwarfies super de luxe vitamins. (Vitamin and mineral capsules) Label. © 15Feb51; KK61374.

DYNAMART, INC. ©.

Down your alley; self-storing, three way action aluminum combination screen and storm windows. [From Sunday news, New York, May 20, 1951, p. 43B] Sheet. © 20May51; KK62138.

We've hit rock bottom. Aluminum combination screen & storm windows. [From New York daily news, May 13, 1951, p. 41B] Sheet. © 13May51; KK62303.

E

EAGLE MANUFACTURING COMPANY ©.

Helping to make the world run smoother. Eagle. (Oilers) Pamphlet. © 6Mar51; KK60298.

EAGLE SHOE AND SLIPPER MANUFACTURING CORPORATION ©.

Eagle shoes, fit rite. Label. © 1Sep50; KK57893.

EAST OHIO GAS COMPANY.

And for distinctive modern cooking naturally you prefer gas. (Gas ranges) Sheet. © The East Ohio Gas Co.; 12Feb51; KK59069.

And for the latest in cooking naturally you prefer gas. Sheet. © The East Ohio Gas Co.; 6Mar51; KK60266.

EASTERN INDUSTRIES, INC. ©.

Eastern Aviation Products specially designed units; fuel pumps, pressurization units ... Folder. (300) © 2Feb51; KK59547.

Eastern fixed mounting mixers. 14 p. (Bull. 600) © 15Aug50; KK62431.

Eastern industrial pumps. Centrifugal. 11 p. (Bull. 100) © 15Feb51; KK62428.

Eastern midget pumps and laboratory stirrers. 15 p. (Bull. 400) © 7Mar51; KK62429.

Eastern portable mixers; heavy duty industrial models. 11 p. (Bull. 510) © 15May51; KK62430.

EASTERN RESEARCH LABORATORIES, INC. ©

Delatropin lozenges. (Pharmaceutical) 6 p. © 26Feb51; KK59983.

Tritabs Anphetacomp. (Pharmaceutical) Pamphlet. © 26Feb51; KK59984.

EBERHARD FABER PENCIL COMPANY ©

Eberhard Faber microtomic Van Dyke drawing pencils. Label. (600) © 24Nov50; KK57703.

EBY (ADAM F.) AND ASSOCIATES ©

Bomb Bas-Kit. (Food and equipment) Label. © 7Feb51; KK60418.

Bomb Beatr. (Food and supplies) Label. © 7Feb51; KK60419.

ECKEL, Charles E., d.b.a. Three Vee Company. SEE Three Vee Company.

ECLIPSE SLEEP PRODUCTS, INC. ©

Danger. Sleepy beauty on duty. Eclipse, the mattress with the exclusive springwall edge. [From New York daily news, May 9, 1951, p. 85] Sheet. © 9May51; KK61803.

Hey, missus, your mattress is showing. [From New York daily news, May 16, 1951, p. 34] Sheet. © 16May51; KK62028.

Hey, mister, your mattress is showing. [From Daily news, New York, Apr. 18, 1951, p. 59] Sheet. © 18Apr51; KK60801.

Meet the Mrs., who misses a good night's sleep. [From New York daily news, Apr. 25, 1951, p. 48] (Mattresses) Sheet. © 25Apr51; KK61177.

Why is her mattress like an alarm clock? Eclipse. [From New York daily news, May 3, 1951, p. 61] Sheet. © 3May51; KK61682.

EDMUNDSON-DUHE RICE MILL COMPANY, INC. ©

You'll get better results every time with Chinito. No finer rice at any price. [From the Tribune, Tampa, Fla.] Sheet. © 26May50; KK58574.

EFFEN-PRODUCTS.

Effen Armor-Clad cable release. (Photographic) Label. © Fred Neubauer, d.b.a. Effen-Products; 17Dec47; KK61792.

ELDRIDGE, WILLIAM HARRISON ©

Ridgefield Coal and Supply Co. 17 point burner maintenance parts replacement service ... Sheet. © 12Jan51; KK61353.

ELECTROLUX CORPORATION ©

The dramatic human interest story of a sale. Electrolux. (Vacuum cleaners) 29 p. © 29Sep50; KK57727.

How to care for your floors and keep them like new. (Floor cleaning compound, cleaning and polishing wax and self polishing wax) Label. © 8Jun51; KK63021.

ELECTROVOX COMPANY, INC. ©

Walco replacement needle manual. (Sound reproduction needles) Pamphlet. (1M-10/50) © 10Oct50; KK59917.

Walco replacement needles. Master control index. [Visible index] (Sound reproduction needles) Display poster. © 5May50; KK58632.

ELFMONT, HENRY ELFMAN ©

An American invention with a French name. [From Table tips, v. 2, no. 12] (Wines and liquors) Sheet. © 1Apr51; KK62120.

An old fable with a new moral; tricks with cheese. © 9Jan51 (in notice: 1949); KK59151.

Mr. Bib comes late to work; nightcap for children. © 22Jan51; KK59150.

Planning a home bar. [From Table tips, v. 2, no. 11] (Wines and liquor) Sheet. © 2Mar51; KK62119.

ELGIN AMERICAN ©

Definitely different. Elgin American. [From Glamour, vol. 22, no. 1, p. 81] (Compacts) Sheet. © 19Aug49; KK57629.

Elgin American gifts for the first lady in your life. [From Harper's bazaar, May 1951, p. 70] (Jewelry accessories, simulated pearls) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 1May51; KK61976.

Elgin American gifts for the first lady in your life. [From Life, May 7, 1951, p. 13] (Jewelry accessories) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 4May51; KK61908.

Elgin American gifts for your Christmas Eve. [From Life, Dec. 4, 1950, p. 136] (Jewelry, compacts, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 1Dec50; KK60018.

Elgin American gifts for your valentine. [From Chicago tribune, Feb. 11, 1951, p. 6] (Jewelry accessories) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 11Feb51; KK60953.

Elgin American gifts for your valentine. [From the Saturday evening post, Feb. 3, 1951, p. 60] (Jewelry, compacts, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 31Jan51; KK60017.

Elgin American gifts share the memory of your most precious moment. [From Modern bride, spring, 1951, p. 19] (Jewelry, compacts, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 17Jan51; KK60019.

Elgin American interprets a Dali flight of fancy. The Dali Bird-in-Hand compact. [From Vogue, May 1951, p. 23] Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 1May51; KK61973.

The finest gifts for Father's days. Elgin American. [From Esquire, July 1950, p. 21] (Cigarette cases, lighters, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 9Jun50; KK60016.

For her heart and hand, gifts by Elgin American. (Jewelry accessories, lighters, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American.

[From Harper's bazaar, Nov. 1950, p. 64] © 1Nov50; KK60210.

[From Mademoiselle, Dec. 1950, p. 3 of cover] © 29Nov50; KK60211.

[From Vogue, Nov. 15, 1950, p. 136] © 15Nov50; KK60209.

How to please a man. Elgin American. [From Esquire, Dec. 1950, p. 173] (Cigarette lighters, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 8Nov50; KK60023.

Ladies prefer gentlemen who give Elgin American gifts. American Beauty. [From the American weekly, Dec. 10, 1950, p. 27] (Cigarette cases, jewelry accessories, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 12Oct50; KK60208.

Newest fashion in gifts in more ways than one! [From Vogue, Nov. 1, 1950, p. 41] (Simulated pearls) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 1Nov50; KK60959.

Perfect for Mother's Day, and always; gifts by Elgin American. American Beauty. [From the American weekly, May 7, 1950, p. 13] (Compacts, jewelry accessories, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 7May50; KK60206.

Perfect for Mother's Day May 14 and always, gifts by Elgin American. [From Life, May 8, 1950, p. 148] (Jewelry accessories) Sheet. © Illinois Watch Case Co., d. b. a. Elgin American; 5May50; KK60958.

Style-wise, beauty-wise, value-wise, simulated pearls by Elgin American. [From Mademoiselle, May 1950, p. 4 of cover] Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 29Apr50; KK60212.

To flatter her vanity, graduation and wedding gifts by Elgin American. American Beauty. [From the American weekly, May 28, 1950, p. 14] (Jewelry accessories, dresser sets) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 28May50; KK60207.

Women love them, and the men who give them gifts by Elgin American. [From Look, Dec. 5, 1950, p. 65] (Jewelry, compacts, etc.) Sheet. © Illinois Watch Case Co., d.b.a. Elgin American; 21Nov50; KK60022.

ELKO PRODUCTS.

Elko Puttmaster [golf putting device] For indoor golf putting practice. (Sporting good, soft drink, beverage, cigarette & gasoline products) Card. © Elko Products, E. M. Koodin; 23Apr51; KK61938.

ELLIOTT ENTERPRISES ©

Platen-perfect typing paper, 8 1/2 x 11. Label. © 2Jan51; KK57178.

EMERY, CHARLES E., d.b.a. Modern Home Products Company. SEE Modern Home Products Company.

EMPIRE LITHOGRAPHING AND PRINTING COMPANY, INC. ©

Doodle-pad. (Memo pad sheets) Sheet. © 11May51; KK61806.

ENERGY PRODUCTS CORPORATION ©

Enerjet, the energy tablet. Label. © 20Jan51; KK57702.

ENGLANDER COMPANY, INC.

Here's a haven of rest, where sleep can't be denied ... Englander, America's most luxurious mattress. [From the New Yorker magazine, May 12, 1951, p. 10] Sheet. © The Englander Co., inc.; 10May51; KK62925.

If you feel that you deserve the utmost in sleeping comfort, there can be no other sleep equipment for you ... Englander, America's most luxurious mattress. [From the New Yorker magazine, Apr. 14, 1951, p. 86] Sheet. © 12Apr51; KK62927.

Look only to Englander for the new sleep. [From Living for young homemakers, Mar. 1951, p. 17] (Mattresses) Sheet. © The Englander Co., inc.; 1Mar51; KK62905.

Look only to Englander for the new sleep. [From Successful farming, May 1951, p. 32] (Mattresses) Sheet. © The Englander Co., inc.; 15Apr51; KK62926.

The new sleep, an exclusive Englander idea. Only Englander brings you an Airfoam mattress and Red-Line foundation. [From Life, Jan. 15, 1951, p. 90] Sheet. © The Englander Co., inc.; 15Jan51 (in notice: 1950); KK58693.

Only Englander brings you the new sleep. [From Living for young homemakers, June 1951, p. 2 of cover] (Mattresses) Sheet. © The Englander Co., inc.; 1Jun51; KK62906.

ENG'S COMPANY.

Eng's Nall Toy; delicious Chinese bean sprouts. Label. © Larry & Jerfee Ann Eng, d.b.a. Eng's Co.; 4Dec50; KK57623.

ENTERPRISE ENGINE AND MACHINERY COMPANY.

Crude & residual fuels for Enterprise diesels. Folder. (Bull. no. 502) © Enterprise Engine & Machinery Co., a subsidiary of General Metals Corp.; 8Dec50; KK57899.

EQUIPTO Division of Aurora Equipment Company. SEE Aurora Equipment Company. Equipto Division.

EQUITABLE PAPER BAG COMPANY, INC. ©.

Equitable Multiwall bags. Pamphlet. © 13Oct50; KK57500.

ERICKSON (EDWIN R.) AND ASSOCIATES ©.

The Social Security Act with the 1950 amendments. (Life insurance) Folder. © 12Feb51; KK58886.

ERICKSON PENSION PLANNING CORPORATION ©.

Pension formula A; pension formula B. (Pension planning service) Sheets. © 2Apr51; KK60429.

ERICKSON POWER LIFT TRUCKS, INC. ©.

Erickson the workhorse of lift trucks. (Power lift trucks) Sheet. © 22Jan51; KK58103.

ESCALANTE (JOSE) AND COMPANY ©.

Corina baffle cut long filler cigars. Label. © 17Jan51; KK57646.

ESKIMO PIE CORPORATION ©.

Eskimo Pie; vanilla ice cream, deluxe quality coating. Label. © 10Jan51; KK60813.

ESSLINGER'S, INC. ©.

Esslinger Premium. (Beer) Label. © 25May51; KK62341.

ESSO, INC. ©.

Come and get it! Esso dealer vacation check-up. [Outdoor scene; three fish and strip of bacon in frying pan] (Esso gasoline) Poster. (212) © 15Jun50; KK58383.

Missing something? Try Esso extra gasoline. [Batter swinging at baseball] Poster. (210) © 15May50; KK58381.

New, fall-grade anti-stalling Esso Extra gasoline ... at the Esso sign. [From New York journal-American, Nov. 1, 1950, p. 39] Sheet. © 1Nov50; KK60444.

No hill too high, no place too far; Esso extra gasoline. [Outdoors scene; boy and girl on horse waving to couple in car] Poster. (213) © 15Jul50; KK58382.

ESTERBROOK PEN COMPANY ©.

Give an Esterbrook, the pen with the point you know they're sure to like. [From Life, Dec. 11, 1950, p. 28] (Pen and pencil sets, pen points, desk pen sets) Sheet. © 11Dec50; KK61655.

From the world's largest variety of point styles, choose the right point for the way you write. Esterbrook. [From Senior scholastic, Oct. 11, 1950, p. 34] (Pens, pencils, pen points) Sheet. (286) © The Esterbrook Pen Co.; 11Oct50; KK60833.

The truly individual gift. Esterbrook desk pen sets. [From Time, Dec. 4, 1950, p. 9] Sheet. © 4Dec50; KK61654.

ETHICON SUTURE LABORATORIES, INC. ©.

Junior ethigram. (Sutures, ligatures and related surgical products) Pamphlet.
Mar. 1, 1951. © 28Feb51; KK59565.

ETLINGER, Harry, sole owner, Etlinger's Chocolates. SEE Etlinger's Chocolates.

ETLINGER'S CHOCOLATES.

Sweet harmony time. (Assorted chocolate candies) Label. © Etlinger's Chocolates (Harry Etlinger, sole owner); 26Jan51; KK60660.

ETNA APPLIANCE AND EQUIPMENT COMPANY, INC. ©.

The deodorizing Colostomy Protector. Folder. © 13Apr51; KK63149.

EUREKA WILLIAMS CORPORATION ©.

It's here and available now. Oil-O-Matic. (Oil burners) Sheet. © 15Apr51; KK60548.

Management manual for dealers. (Oil-o-matic heating units) 1 v. © 16Mar51; KK60918.

Revolutionary, Oil-o-matic, metered low pressure. (Oil burner) Sheet. © 1Apr51; KK60091.

Years-ahead engineering offers new money-saving heating comfort. (Oil burner) Sheet. © 29Apr51; KK61620.

EVANS PRESS ©.

Cold fur storage. Folder. (951A) © 1Jan51; KK57558.

Fur storage. Folder. (951B) © 1Jan51; KK57560.

Storage receipt and agreement. (Furs) Folder. (2001) © 1Jan51; KK57559.

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I sold my crop for twice its normal value, thanks to Frostguard. (Agricultural heating device) Folder. (FG-51-100) © 1Mar51; KK60606.

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America's greatest piano value, by far; beautifully styled Cable-Nelson. Folder. © 23Mar51; KK62014.

Dyna-Tension Everett; a spinet in size, a spinet in price ... (Piano) Pamphlet. © 17Jan51; KK59802.

Dyna-Tension Everett spinet and console pianos; price list, Dec. 1950. Folder. © 28Dec50; KK59800.

The glamour of old France; Dyna-Tension custom Everett spinet, French provincial. (Piano) Folder. © 21Feb51; KK59799.

A spinet only in size, price and styling; series 100, Dyna-Tension Everett. (Pianos) Folder. © 30Jan51; KK59796.

EVERSHARP, INC. ©.

For cleanest shaves men pick new 1951 Schick injector blades. [From the New York times, Feb. 9, 1951, p. 29] Sheet. © 9Feb51; KK58592.

Men pick new Schick injector blades. [From Life, Jan. 29, 1951, p. 60-61] Sheets. © 29Jan51; KK58220.

Men vote new 1951 Eversharp Schick-injector blades ... [From Saturday evening post, Feb. 3, 1951, p. 49] Sheet. © 3Feb51; KK58241.

Now outshave all others including our own old blades. Schick injector blades. [From Life, Feb. 12, 1951, p. 77] Sheet. © 12Feb51; KK58593.

Sensational new 1951 Schick injector blades outshave all others. [From the New York times, Jan. 26, 1951, p. 31] Sheet. © 26Jan51; KK58222.

Shavers pick new "Gold Pack" Eversharp Schick injector blades 5 to 1 over all others, including our own old blades; world's only razor that makes such amazing results possible. [From Popular science, May 1951, p. 10] Sheet. © 27Apr51; KK62522.

Shavers pick new Gold Pack Schick injector blades 5 to 1. [From Look, May 22, 1951, p. 86] (Razor and blades) Sheet. © 22May51; KK62505.

Shavers pick new 1951 Eversharp Schick injector blades ... [From New York times, Feb. 2, 1951, p. 27] Sheet. © 2Feb51; KK58242.

Win a Henry J. in this big contest sponsored by Schick injector razor & blades. [From the New York times, May 8, 1951, p. 35] Sheet. © 8May51; KK61721.

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Writes with speed and ease unmatched by any other ball-point pen. Floating point. Eversharp Reporter. [From Life, Feb. 26, 1951, p. 8] Sheet. © 26Feb51; KK58833.

You write better with this new Eversharp. [From Life, Feb. 26, 1951, p. 124] (Fountain pen and points) Sheet. © 26Feb51; KK58832.

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You write better with this new Eversharp because it's the world's only pen with magic feed. [From Life, Apr. 9, 1951, p. 57] Sheet. © 9Apr51; KK60582.

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How to operate Excelsior Rocker Action treble shifts. Accordiana accordions. Folder. © 15Nov50; KK59798.

Keys to happiness; Accordiana. (Accordions) Pamphlet. © 12Feb51; KK59797.

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Billy Marshmallow; chocolate covered frozen marshmallow on-a-stick. Sheet. © 30Jan51; KK62792.

Pinto, chocolate covered treat. (Frozen confection) Sheet. © 23Jan51; KK62788.

Poncho fudge. (Frozen confection) Sheet. © 23Jan51; KK62790.

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Tenderfoot twins. (Frozen confection) Sheet. © 11Jan51; KK62789.

E-Z-GLO PRODUCTS ©.

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F AND F LABORATORIES, INC. ©.

Good pineapple ice cream sundae topping. Label. © 9Apr51; KK62787.

FAIR PUBLISHING HOUSE, INC.

Fair's 1951 supplement for catalog 70. (Supplies for fairs and shows) 7 p. © The Fair Publishing House, inc.; 1Feb51; KK58076.

FAIRBANKS WARD INDUSTRIES, INC. ©.
Fairbanks Ward sensational 4 in 1 sale. [From St. Louis post-dispatch, May 6, 1951, p. 10] (Furniture) Sheet. © 6May51; KK62259.

A sensational bargain in deluxe lifetime cookware. [From St. Louis post-dispatch, Apr. 8, 1951, p. 4] Sheet. © 6Apr51; KK62258.

FAIRFIELD ENGINEERING COMPANY.
Fairfield elevating and conveying machinery. Catalog 151. 256 p. © The Fairfield Engineering Co.; 5Jan51; KK57961.

FAIRMONT RAILWAY MOTORS, INC. ©.
The Fairmont M 24 (series E) weed mower. 4 p. (Bull. 399B) © 15Apr51; KK61909.

FALK CORPORATION.
A glimpse of Falk products. The Falk handy calendar. (Gears, couplings, reducers) Sheet. (100035) © The Falk Corp.; 15Nov50 (in notice: 1951); KK57004.

No fuss, no pictures, just information. Falk, year at a glance calendar. Card. © The Falk Corp.; 1Nov50; KK58881.

FAMILY PRODUCTS, INC. ©.
Inapak. (Food supplement) Label. © 16Jan51 (in notice: 1950); KK58290.

FARM Journal, inc., publishers of Pathfinder news magazine. SEE Pathfinder news magazine.

FARRELL-CALHOUN, INC. ©.
A quality you can trust. Old Honesty house paint. [From Memphis commercial appeal, Apr. 1, 1951, p. 11] Sheet. © 1Apr51; KK62313.

FASHION BUREAU.
The Nation's leading fashion authorities say ... (Men's fashions) Sheet. © The Fashion Bureau; 18Mar51; KK60390.

The nation's leading fashion authorities say, appearance combines with comfort for summer. [The fashion scoreboard] (Men's fashions) Sheet. © The Fashion Bureau; 18May51; KK62991.

The Nation's leading fashion authorities say native patterns, white accents for resortwear. Sheet. © The Fashion Bureau; 18Jan51 (in notice: 1950); KK58025.

The Nation's newspapers say: White for southern vacations. [The fashion scoreboard] (Men's clothes) Sheet. © The Fashion Bureau; 18Feb51; KK59295.

FAST LOK MANUFACTURING COMPANY.
Introducing 3 more Fast Lok time saving items. (Electrical supplies) Sheet. (Bull. no. 3 FL) © Charles E. Scholl & William Maier, d.b.a. The Fast Lok Manufacturing Co.; 28Mar51; KK61456.

FAWCETT Publications, inc. True, the man's magazine. SEE True, the man's magazine.

FELDAN BROTHERS, INC. ©.
America's Best Wearing sock. Label. © 27Mar51; KK60253.

FELTZMAN, William, d.b.a. Cheesemasters. SEE Cheesemasters.

FERGUSON (HARRY) INC. ©.
Because farm production costs ... [From Banking, June 1951, p. 3 of cover] (Farm equipment) Sheet. © 28May51; KK62761.

Because soil conservation is important to you, Mr. Banker. Ferguson System. [From Banking, Apr. 1951, p. 57] (Farm equipment) Sheet. © 26Mar51; KK60332.

Bombardier tractor track attachment. Increase year 'round use of your Ferguson tractor. (Farm implements) Folder. (HF51-13) © 26Feb51; KK59037.

A combination of power and performance that's never been equaled. Ferguson tractor and Ferguson system implements. [Canadian] [From the Country guide, Jan. 1951, p. 5] (Farm equipment) Sheet. © 3Jan51 (in notice: 1950); KK61932.

A combination of power and performance that's never been equaled. Ferguson tractor and Ferguson system implements. [From Country gentleman, Jan. 1951, p. 33] Sheet. © 27Dec50; KK57164.

Different from all the others. Ferguson tractor. [From Country gentleman, Mar. 1951, p. 75] Sheet. © 28Feb51; KK59438.

Different from all the others. [From the Country guide, Mar. 1951, p. 35] (Farm equipment) Sheet. © 8Mar51; KK61492.

Don't let tractor size fool even you. Ferguson. (Tractors) Card. © 4Jun51; KK62725.

The Ferguson drill planter. Pamphlet. (HF 51-15) © 5Apr51; KK60351.

The Ferguson franchise, an investment in the future with dividends that start today. (Farm equipment) 60 p. (HF50-125) © 19Feb51 (in notice: 1950); KK59546.

The Ferguson manure spreader and the Ferguson loader. (Farm implement) Pamphlet. (HF49-122C) © 27Dec50; KK57050.

Fortunate is the dealer who can offer this great advantage. Ferguson tractor and Ferguson system implements. [From Implement & tractor, Feb. 3, 1951, p. 8-9] Sheet. © 3Feb51 (in notice: 1950); KK59043.

Just released. The Ferguson story. [From Farm equipment retailing, Apr. 1951, p. 30-31] (Farm equipment) 2 sheets. © 1Apr51; KK60699.

Just released, The Ferguson story. Ferguson tractor and Ferguson system implements. [From Canadian farm implements, Mar. 1951, p. 52-53] Sheet. © 3Mar51; KK60822.

May we intrude on your thoughts, Mr. Banker? Ferguson tractor and Ferguson System implements. [From Bankers monthly, Feb. 1951, p. 27] Sheet. © 1Feb51; KK58758.

The new Ferguson subsoiler. Sheet. (HF 51-9) © 5Apr51; KK60350.

Plowing like this takes more than power. Ferguson tractor and Ferguson system implements. [From Country gentleman, May 1951, p. 19] Sheet. © 25Apr51; KK61417.

These 4 exciting chapters tell the Ferguson story. Ferguson tractor and Ferguson system implements. [From Farm equipment retailing, May 1951, p. 6-7] (Farm equipment) Sheet. © 1May51; KK61820.

This great advantage. Ferguson tractor and Ferguson System implements. [From Farm equipment dealer, Feb. 1951, p. 22-23] Sheets. © 1Feb51; KK58773.

FERRIS WOOLEN COMPANY ©.
Special selections. [Woolen sample] (Woolen suitings & coatings) Card. (S-51) © 2Jan51; KK57563.

FICHERA, MARY ©.
Canasta Jo. (Bridge table cover) Label. © 29Nov50; KK57200.

FIELD (MASHALL) AND COMPANY. SEE Marshall Field and Company.

FIERLEIN, ELIZABETH ©.
The Happy Arrow. (Silver shoulder pin) Label. © 7Apr51; KK60504.

FINN, WALTER M., and John J. Montague, copartners, d.b.a. Nail Care Laboratories. SEE Nail Care Laboratories.

FIRESTONE TIRE AND RUBBER COMPANY.
All nylon and Firestone Contro elastic yarn. Sheernet by Youthcraft. [From Harper's bazaar, Sept. 1950, p. 110] (Rubber thread) Sheet. © The Firestone Tire & Rubber Co.; 1Sep50; KK58803.

Comfort with a brand new feel and a brand new look. Firestone Foamex. [From Life, Aug. 7, 1950, p. 51] (Foamed rubber) Sheet. © The Firestone Tire & Rubber Co.; 7Aug50; KK60088.

Follow this rule for a new kind of comfort. Firestone Foamex. [From Life, Oct. 30, 1950, p. 76-77] (Foamed rubber) Sheets. © The Firestone Tire & Rubber Co.; 30Oct50; KK60073.

For extra quality and extra values at no extra cost always buy Firestone home appliances. [From Life, Oct. 23, 1950, p. 18-19] Sheet. © The Firestone Tire & Rubber Co.; 23Oct50; KK60086.

It's always the right turn when you switch to Firestone tires. [From Bus transportation, Mar. 1950, p. 132] Sheet. © The Firestone Tire & Rubber Co.; 1Mar50; KK60093.

Low cost per mile? We get it with Firestone truck tires. [From Commercial car journal, May 1950, p. 151] Sheet. © The Firestone Tire & Rubber Co.; 1May50; KK57679.

More than 2,000,000 large size stainless steel stampings per year. Firestone. [From Steel, Nov. 1950, p. 51] Sheet. © The Firestone Tire & Rubber Co.; 6Nov50; KK61534.

One of these two is the tire for you; Firestone Champion. [From Farm journal, Nov. 1950, p. 25] (Vehicle tires) Sheet. © The Firestone Tire & Rubber Co.; 1Nov50; KK61591.

Only Firestone gives you both. [From Progressive farmer, Mar. 1950, p. 14] (Tires) Sheet. © The Firestone Tire & Rubber Co.; 15Feb50; KK58002.

Save time, save trouble, save money, winter-sure your car at Firestone. [From the Saturday evening post, Oct. 14, 1950, p. 74-75] (Automobile tires and accessories) Sheet. © The Firestone Tire & Rubber Co.; 14Oct50; KK60296.

Some farmers want an open center tire. Firestone. [From Farm journal, Jan. 1951, p. 23] (Tires) Sheet. © The Firestone Tire & Rubber Co.; 1Jan51; KK62786.

Truck operators know Firestone full advanced rims increase tire mileage. [From Commercial car journal, May 1950, p. 179] Sheet. © The Firestone Tire & Rubber Co.; 1May50; KK57202.

You'll find new worlds of comfort in the world's most comfortable cushioning material, Firestone Foamex. [From Life, Sept. 25, 1950, p. 54-55] Sheet. © The Firestone Tire & Rubber Co.; 25Sep50; KK58804.

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FISHER, REDWOOD ©. Fisherancho, Grand Lake, Colorado. (Guest ranch accommodations) Folder. © 7May51; KK61600.

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Fisher's all purpose Biskit Mix. [Waffle illus.] (Prepared flour mix for making biscuits, muffins, etc.) Label. © 15Apr51 (in notice: 1950); KK62552.

Fisher's cake flour for Kiss-Me cake. Sheet. © 29Mar51; KK60569.

FISHER-PIERCE COMPANY, INC. Fisher-Pierce photoelectric control for multiple and series street lighting systems. Series 63300B. Folder. © The Fisher-Pierce Co., inc.; 30Mar51; KK61028.

FISHERMEN'S GROTTO ©. Fishermen's Grotto; no. 9 Fishermen's Wharf. (Fresh crabs and fish) Sheet. © 5Feb51; KK58402.

FLAXMAN, Louis and Michael Schwartz, d.b.a. Certified Home Appliance, ltd. SEE Certified Home Appliance, ltd.

FLETCHER, KATHERINE REDMAN. My personal message to you, dear reader. (Forecast-guide, "Your luck in the stars for 1951") Sheet. © Karma, pseud., given name Katherine Redman Fletcher; 20Dec50; KK57930.

FLORIDA CITRUS CANNERS COOPERATIVE ©. Priceless. Label.

Blended Florida orange and grapefruit juice. © 1Dec40; KK62627.

Florida grapefruit. © 1Mar37; KK62626.

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FLORIDA FASHIONS, INC. ©. Beautiful, yes, they're your best summer cottons. (Dresses) Sheet. © 29Apr51; KK61967.

Florida fashions; new 1951 summer styles. (Dresses) 31 p. © 2Apr51; KK61230.

Genuine, fine count waffle pique. [From the Sunday news, New York, Jan. 14, 1951, p. 31] (Dresses) Sheet. © 14Jan51; KK57713.

Here are our 6 best cottons for Spring. [From the Standard gravure, Jan. 14, 1951, p. 6] (Dresses) Sheet. © 14Jan51; KK57712.

More beauty for your money! (Dresses) Sheet. © 8Apr51; KK61231.

New 1951 styles, guaranteed lowest prices; Florida Fashions. (Women's clothing) 22 p. © 5Jan51; KK58519.

6 award-winning styles. [From Philadelphia inquirer magazine, Feb. 25, 1951] (Dresses) Sheet. © 25Feb51; KK59373.

FLORSHEIM SHOE COMPANY. The Florsheim shoe; stock styles for men, spring and summer, 1951. 48 p. © The Florsheim Shoe Co.; 9Mar51; KK59605.

Styles of the times. Florsheim. (Shoes) Pamphlet. © The Florsheim Shoe Co.; 22Feb51; KK59604.

FLUOR CORPORATION, LTD. Fluor-GR fin-fan air-cooled heat exchangers. 7 p. (FF-8501) © The Fluor Corporation, ltd.; 17Feb51; KK59529.

Fluor mufflers and muffler systems for 2 and 4-cycle internal combustion engines. 11 p. (FM-8501) © The Fluor Corporation, ltd.; 17Feb51; KK59530.

FOLGER (J. A.) AND COMPANY ©. Prize sugar cookies and preferred coffee flavor. Folger's coffee. [From Wisconsin agriculturist and farmer, Sept. 16, 1950, p. 31] Sheet. © 16Sep50; KK58907.

FOLTZ-WESSINGER, INC. ©. An all-electric milkhouse saves time, saves labor. (Electric service) Pamphlet. © 3Jan51 (in notice: 1950); KK59119.

Poultry production can be easier, more profitable with the aid of electricity. (Electric service) Pamphlet. © 3Jan51 (in notice: 1950); KK59118.

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The Ford grain door. (Closures for grain car openings) Card. © 3Jan51; KK59691.

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Ford collision parts chart for 1935-1951 Ford passenger cars. (Automotive products) Sheet. © 15Mar51; KK63018.

L-M registered mechanic seal. (Automotive products) Label. © 18May51; KK63030.

Lincoln-Mercury registered mechanic. (Automotive products) Label. © 15Feb51; KK60793.

1951 Prefect; 4-door sedan. Folder. © 15Feb51; KK59197.

The stunning new Ford Victoria. (Automobiles) Folder. (7289) © 29Jan51; KK58950.

The Thames trucks. Folder. (7149) © 15Feb51; KK58966.

FOSTER REFRIGERATOR CORPORATION ©. Foster presents the final triumph of commercial refrigerator engineering and construction. Folder. © 23Apr51; KK62024.

FOSTER WHEELER CORPORATION ©. Engineering career opportunities in Foster Wheeler Corporation. (Industrial equipment) 24 p. (GP-51-7) © 18Apr51; KK60828.

FRANCILL, Maurice J., owner, Melrose Productions. SEE Melrose Productions.

FRANKLIN KENT PRODUCTS, INC. ©. Amazing 4-in-1 combination. Franklin Kent Hi-power electric Roto-brush polisher. (Floor polisher) Sheet. (201/HA20/APA96) © 28Dec50; KK57509.

Don't let this big one get away. 32 piece complete fishing outfit. Sheet. (356/35) © 28Dec50; KK57508.

4 in 1 sale, gorgeous decorator lamps. Sheet. © 28Dec50; KK57506.

16 inch imported Sheffield steel lawn mower. Sheet. © 8Dec50; KK57089.

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FRENCHMAN, Harold, t.a. Circle Affiliated Services. SEE Circle Affiliated Services.

FRESH ORANGE JUICE COMPANY. Vita-Fresh, fresh orange juice. (Orange, lemon, grapefruit and lime juices) Label. © Warren E. Savant & Gerald J. Desmond, d.b.a. Fresh Orange Juice Co.; 31Dec50; KK58788.

FRESHIE, INC. ©. Freshie Angel whites. Frozen-fresh egg whites. Label. © 10Sep50; KK58293.

FRESNO PRODUCERS CORPORATION ©. Fresno Raisin-honey-spread. Label. © 1Mar51; KK59696.

FREYDBERG (G. H. AND E.) INC. ©. Fairfame creation. Embroidery chart. Child's western style bolero. Boy's western style chaps. Girl's western style skirt. (Stamped embroidery fabrics) Sheet. © 15Dec50; KK57417.

Fairfame curtain rufflings. Sheet. © 2Jan51; KK58071.

FRIDEN CALCULATING MACHINE COMPANY, INC. ©.

Friden, the thinking machine of American business. [From Time, Mar. 12, 1951, p. 79] (Calculating machine) Sheet. © 8Mar51; KK59435.

Inventory goes double-quick on the Friden, the thinking machine. [From Time, June 4, 1951, p.115] (Automatic calculators) Sheet. © 4Jun51; KK62348.

Invoicing is lightning fast with the Friden, the thinking machine. [From Time, May 7, 1951, p. 117] (Automatic calculator) Sheet. © 4May51; KK61712.

Payroll calculations in a twinkling by the Friden calculator, the thinking machine. [From Time, Apr. 9, 1951, p. 119] Sheet. © 6Apr51; KK60440.

FRIEDMAN, William, d.b.a. United Print Shop. SEE United Print Shop.

FRYING EQUIPMENT AND SUPPLY COMPANY, INC. ©. The instant recovery deep fryer, Keating. [From the Restaurateur, Nov. 1950, p. 2] Sheet. © 6Nov50; KK57328.

FUEL ECON-O-MISER COMPANY. Cut your fuel oil bills. Econ-O-Miser. Folder. © The Fuel Econ-O-Miser Co.; 15Dec50; KK57981.

FUNSTEN (R. E.) COMPANY ©. Funsten's shelled eastern black walnuts. Label. © 1Nov50; KK61276.

FURMAN, Foster, A. James Kohl, Norman Geise and William W. Furman, d.b.a. J. W. Furman Cannery. SEE Furman (J. W.) Cannery.

FURMAN (J. W.) CANNERY.
Furman's superior brand Bak-N-Beans. (Canned beans) Label. © J. W. Furman Cannery, a partnership, consisting of Foster Furman, K. James Kohl, Norman Geise and William W. Furman; 6Jun51; KK62969.

FURMAN, William W., Foster Furman, K. James Kohl and Norman Geise, d.b.a. J. W. Furman Cannery. SEE Furman (J. W.) Cannery.

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Only Pinwae, the pin curl permanent, lets you choose the curl you want. Sheet. (GG-162) © 12Mar51; KK60557.

GAGLIARDI, Harry A., d.b.a. Shoppers Food Products Company. SEE Shoppers Food Products Company.

GALES (ARTHUR) COMPANY.
Functional designs for low cost homes anyone can build fast. Sheet. © Arthur C. Gales, d.b.a. Arthur Gales Co.; 31May50; KK60760.
Print no. 5, sheet 1. (Parts and plans for buildings) Sheet. © Arthur C. Gales, d.b.a. Arthur Gales Co.; 2Feb50; KK60759.
Variable size building units, ready for assembly. Sheet. (A) © Arthur C. Gales, d.b.a. Arthur Gales Co.; 31May50; KK60758.

GAMBARELLI AND DAVITTO, INC. ©.
For every day or party best, G & D will pass the test. (Wine) Sheet.
[Bottles. From New York daily news, Jan. 16, 1951, p. 40] (29-2138N) © 16Jan51; KK57927.
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[Hands. From Brooklyn eagle, Jan. 19, 1951, p. 17] (29-2136N) © 19Jan51; KK57929.

GARD INDUSTRIES ©.
Gard waterproofing spray. Label. © 4Dec50; KK58240.

GARFIELD WORSTED COMPANY ©.
Your best bid, Garfield Ace, tailored by Mayfield, when it comes to value. [From the Saturday evening post, Mar. 17, 1951, p. 125] (Men's suits) Sheet. © 14Mar51; KK59809.

GASAWAY, JOE M. ©.
Win $1000.00 in prizes. Mystery Farm Quiz. [From Clovis news-journal, Clovis, N. M., Apr. 26, 1951, p. 7] (Liquified petroleum gas appliances) Sheet. © 26Apr51; KK61807.

GATES RUBBER COMPANY.
Home and farm v-belt news. (Rubber goods) Folder. © The Gates Rubber Co.
Feb. 1951. © 14Feb51; KK58952.
Apr. 1951. © 6Apr51; KK61022.
June 1951. © 4Jun51; KK63019.
Industrial hose reporter. (Rubber goods) Folder. © The Gates Rubber Co.
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Feb. 1951. © 23Jan51; KK57595.
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May 1951. © 10May51; KK62027.
Industrial news. (Rubber goods) Folder. © The Gates Rubber Co.
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GATLINBURG CANDY COMPANY ©.
Smoky Mountain Taffy Logs. Label. © 28Feb51; KK59412.

GAYLORD PRODUCTS, INC. ©.
Gayla leads, sets new records. [From Notion and novelty review, Oct. 1950, p. 58] (Bobby pins, hairpins, etc.) Sheet. © 20Oct50; KK59946.
Here's another big reason why this is the world's leading bobby pin. Gayla Hold-Bob. [From Notion and novelty review, June 1950, p. 8-9] Sheets. © 1Jun50; KK57259.

GEIDEL CANNERIES, INC. ©.
Ransom whole kernel golden corn. Label. © 25Feb51; KK60717.

GEISE, Norman, Foster Furman, K. James Kohl and William W. Furman, d.b.a. J. W. Furman Cannery. SEE Furman (J. W.) Cannery.

GEMEX COMPANY ©.
Gemextra. An idea guide for extra profits. (Watch bands)
Feb. 1951. © 22Jan51; KK58110.
Mar. 1951. © 15Feb51; KK58725.
Apr. 1951. © 20Mar51; KK59780.
May 1951. © 20Apr51; KK61488.
June 1951. © 9May51; KK61960.
July 1951. © 11Jun51; KK62773.

GENCO, CARL M. ©.
Hair cleanser and scalp conditioner. Formula 94. Label. © 14Dec50; KK57881.
Liquid non-sticky-non-oily and non-chemical odor. Formula 307. (Hair lotion) Label. © 14Dec50; KK57882.
Ointment, non-gummy, non-staining, readily washable. Formula 500. (Hair ointment) Label. © 14Dec50; KK57880.

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Profit through the easier, safer driving provided by Roll-Rein Holder. (Automobile safety device) Sheet. © 20Mar50; KK59947.

GENERAL BAKING COMPANY ©.
Bond firm baked thin sliced white bread. Label. © 16Jan51; KK58164.
Bond Twins; homogenized enriched bread. Label. © 16Jan51; KK59203.

GENERAL ELECTRIC COMPANY ©.
As America grows. (Electric equipment) Sheet. © 1Dec50; KK62687.
Best New Year's resolution I ever made. General Electric. [From Life, Jan. 15, 1951] (Television) Sheet. © 15Jan51; KK57517.
Big as life, real as life, easy on your eyes. New 17 inch Black-Daylite television. Sheet. © 18Jun51; KK62832.
Blond or brunette! We've got your style in the new 17 inch Black-Daylite television. Sheet. © 23Apr51; KK60947.
Building American passenger ships. (Electric equipment) Sheet. © 1Dec50; KK62685.
Challenge for electric power. (Electric equipment) Sheet. © 1Dec50; KK62691.
The city seeks clean water. (Electric equipment) Sheet. © 1Dec50; KK62688.
Comforts for the many. (Electric equipment) Sheet. © 1Dec50; KK62693.
Fine products still demand fine craftsmen. (Electric equipment) Sheet. © 1Dec50; KK62689.
For better farm living. (Electric equipment) Sheet. © 1Dec50; KK62686.
For brides, grads and dads. (Radios) Sheet. © 4Jun51; KK62346.
G.E. makes you feel it's real. [From Life, Jan. 29, 1951, inside front cover] (Television receivers) Sheet. © 29Jan51; KK58003.
Here's why owners call it the world's most useful radio. GE clock-radio. [From Life] Sheet. © 12Feb51; KK58406.
It's lifelike. It's real. On this new 17 inch G-E. General Electric black-daylite television. [From Life] Sheet. © 12Mar51; KK59537.
Lights that say Merry Christmas. [Electric equipment] Sheet. © 1Dec50; KK62682.
New experiment in railroading. (Electric equipment) Sheet. © 1Dec50; KK62692.
New G-E life-size easy on your eyes; new 17 inch rectangular tube. (Television) Sheet. © 21May51; KK62491.
New G-E radios lead a double life. Sheet. © 7May51; KK61777.
New paths for power. (Electric equipment) Sheet. © 1Dec50; KK62690.
New 17 inch G-E brings the picture to life. Black-Daylite. (Television) © 9Apr51; KK60347.
New 17 inch G-E puts new life in life-size. Black-Daylite television. [From Life, Mar. 26, 1951] Sheet. © 26Mar51; KK60225.
New task for electric power. (Electric equipment) Sheet. © 1Dec50; KK62684.
Seeking new oil supplies. (Electric equipment) Sheet. © 1Dec50; KK62683.
So big, so true, so real. New 17 inch G-E. Black-Daylite television. [From the Saturday evening post, Mar. 3, 1951, p. 5] Sheet. © 3Mar51; KK59103.

GENERAL ELECTRIC COMPANY. Advertising and Sales Promotion Divisions ©.
Steam turbine, generator unit. Poster. (GEL-1082) © 25Apr51; KK62876.

GENERAL FIREPROOFING COMPANY.
Annual report, 1950. (Office furniture) Pamphlet. © The General Fireproofing Co.; 6Mar51; KK62437.
As fine as money can buy ... Goodform comfort master deluxe. (Office chairs) Folder. © The General Fireproofing Co.; 23Oct50; KK60987.
Goodform aluminum office seating. 35 p. © The General Fireproofing Co.; 13Dec50; KK60992.
Goodform institutional steel chairs. Folder. © The General Fireproofing Co.; 19Mar51; KK60988.
Goodform lounge furniture of aluminum. Folder. © The General Fireproofing Co.; 18Dec50; KK60990.
Goodform steel chairs. 7 p. © The General Fireproofing Co.; 20Mar51; KK60989.

Goodform steel office chair. Sheet. © The General Fireproofing Co.; 30Apr51; KK62202.

Metal desks and tables. 72 p. © The General Fireproofing Co.; 15Mar51 (in notice: 1950); KK60982.

Rigid front filing cabinets. 11 p. © The General Fireproofing Co.; 16Jan51 (in notice: 1950); KK60986.

Seat your $25,000,000 secretary on nothing but the best ... [From Time, Feb. 26, 1951, p. 87] (Office chairs) Sheet. © The General Fireproofing Co.; 21Feb51; KK60983.

Super Carder record desks. Sheet. (95FE1150) © The General Fireproofing Co.; 23Jan51; KK60985.

Super Carder record desks. Sheet. (96FE1150) © The General Fireproofing Co.; 23Jan51 (in notice: 1950); KK60984.

This Goodform chair welcomes you at the Parker House. [From Institutions magazine, Dec. 1950, p. 90] (Aluminum chairs) Sheet. © The General Fireproofing Co.; 1Dec50; KK60991.

GENERAL FOODS CORPORATION ©.

The brand that's bound to be better. Birds Eye. (Frozen foods) Poster. (3534) © 15Mar51; KK60062.

For more life in his day of work or play. Gaines. [From Farm journal, Mar. 1951, p. 53] (Dog food) Sheet. (62A) © 25Feb51; KK59393.

For more life in his day of work or play, nourish every inch of your dog with Gaines. [From Country gentleman, Feb. 1951, p. 49] (Dog food) Sheet. (62) © 25Jan51; KK58467.

From Birds Eye strawberries to luscious jam in 15 minutes with Certo. [From the Providence journal, Apr. 20, 1951, p. 10] (Pectin and frozen strawberries) Sheet. © 20Apr51; KK61180.

Gaines' big bags increased my dry dog food sales over 800 o/o. [From Chain store age, Mar. 1951, p. 59] Sheet. (69) © 5Mar51; KK60293.

Have you tried the new and better Gaines meal? [From Kennel review, Apr. 1951, p. 9] (Dog food) Sheet. © 26Mar51; KK62721.

Heap good corn flakes. Post Toasties. [Small illus. of Indians; large box Post Toasties; boy eating corn flakes. From Puck, the comic weekly, Jan. 21, 1951, p. 7, sec. II] Sheet. © 21Jan51; KK59226.

Heap good corn flakes. Post Toasties. [Small illustrations with Indians, corn flakes, etc. From the Dayton daily news, Dayton, Ohio, Mar. 11, 1951, p. 5, comic section] Sheet. © 11Mar51; KK60308.

He'll more than earn his keep when you nourish every inch of your dog with Gaines! [From Country gentleman, Dec. 1950, p. 37] (Dog food) Sheet. © 30Nov50; KK57331.

Here's how you can double your dry dog food sales with the help of Gaines. [From Food topics, Feb. 5, 1951, p. 43] Sheet. (67A) © 5Feb51; KK59374.

Here's how you can double your dry dog food sales with the help of Gaines. [From Super market merchandising, Feb. 1951, p. 173] Sheet. (67) © 10Feb51; KK59375.

Hey, boss! Gaines Meal now comes in crunchy little granules. And you can tell they're better. [From Air force times, Jan. 16, 1951, p. 13] (Dog food) Sheet. (766E) © 30Jan51; KK61102.

Hey, boss! Gaines Meal now comes in crunchy little granules. Here is a dog food discovery. [From Air force times, Jan. 16, 1951, p. 13] (Dog food) Sheet. (775E) © 16Jan51; KK61101.

Honest Injun. Heap good corn flakes. Post Toasties. [From Dayton daily news, Feb. 18, 1951, comic section, p. 4] Sheet. © 18Feb51; KK58965.

How much better can anything be? Birds Eye frosted foods. Poster. (3407) © 1Feb51; KK59898.

I spy Birds Eye, the better buy. (Frosted foods) Poster. (3299) © 15Dec50; KK57315.

It's care that counts. Gaines dog foods. [From American field, Feb. 3, 1951, p. 141] Sheet. © 30Jan51; KK58685.

It's new, new, new. Sugar-coated for you. Post's Krinkles. [Clown, woman and boy eating Krinkles. From the Post-standard, Syracuse, N. Y., Jan. 7, 1951, comic sect.] (Breakfast cereal) Sheet. © 7Jan51; KK57585.

Krinkles are new. Mmm, sugar-coated. Post's Krinkles, new rice cereal sensation. [From Buffalo courier express, Jan. 28, 1951, p. 4, comic sect.] Sheet. © 28Jan51; KK58494.

Krinkles are new! Sugar-coated, too! Post's Krinkles. [Boy and girl eating Krinkles, Krinkles clown, box Krinkles. From Peoria journal star, Peoria, Ill, June 3, 1951, p. 5] (Breakfast cereal) Sheet. © 3Jun51; KK63026.

Let's talk about dogs, Gaines dog foods. Sheet.

... by Elias Vail. [From American kennel gazette, Apr. 1951, p. 2 of cover] © 15Mar51; KK60872.

... by Elias Vail. [From Dog news, Apr. 1951, p. 71] © 31Mar51; KK61543.

... by Elias Vail. [From Field & stream, Apr. 1951, p. 144] © 23Mar51; KK61121.

... by Elias Vail. [From Field & stream, May 1951, p. 135] © 24Apr51; KK61963.

... by Henry Gaines. [From American magazine, Apr. 1951, p. 12] © 28Mar51; KK61544.

... by Henry Gaines. [From Country gentleman, Apr. 1951, p. 6] © 23Mar51; KK60875.

... by Henry Gaines. [From Country gentleman, May 1951, p. 6] © 30Apr51; KK61962.

... by Henry Gaines. [From Farm journal, Apr. 1951, p. 26] © 23Mar51; KK60873.

... by Henry Gaines. [From Farm journal, May 1951, p. 25] © 25Apr51; KK61964.

Life can be so wonderful for him. Gaines dog foods. [From Grit, Jan. 14, 1951, p. 3] Sheet. © 13Jan51; KK57518.

Life can be so wonderful for him if you nourish every inch of him with Gaines! [From Pathfinder, Jan. 10, 1951, p. 35] (Dog food) Sheet. © 5Jan51; KK57516.

Life can be so wonderful for them. Gaines. [From Life, Jan. 8, 1951, p. 85] (Dog food) Sheet. (60) © 5Jan51; KK57398.

More lovable, more full of life and health. Gaines meal. [From Life, Mar. 12, 1951, p. 60] (Dog food) Sheet. (66) © 9Mar51; KK59635.

New crunch-type Gaines meal gives new life to dogs' appetites. [From Syracuse herald-journal, Syracuse, N. Y., Apr. 10, 1951, p. 12] Sheet. © 10Apr51; KK60970.

New crunch-type Gaines Meal gives new life to dogs' appetites! Sheet.

[From Syracuse herald journal, Apr. 17, 1951, p. 19] © 17Apr51; KK60952.

[From Syracuse herald journal, May 1, 1951, p. 11] © 1May51; KK61618.

New life for dogs' appetites. [From Western life, Apr. 19, 1951, p. 5] (Dog food) Sheet. © 4Apr51; KK60715.

New orange jelly made in 15 minutes with Birds Eye and Certo. [From the Evening bulletin, Providence, Apr. 12, 1951, p. 24] (Pectin and frozen orange juice) Sheet. © 12Apr51; KK61391.

Speaking of dogs, by Elias Vail. (Gaines dog food) Sheet.

Putting breeding in two schools. [From American kennel gazette, Dec. 1950, inside front cover] © 15Nov50; KK57302.

We'll make you so proud, so happy. Gaines, America's largest selling dog food. Sheet.

[From Better homes and gardens, May 1951, p. 313] © 26Apr51; KK61961.

[From Life, Apr. 9, 1951, p. 50] © 6Apr51; KK60874.

When bounce counts, it pays to nourish every inch of your dog with Gaines. [From Sports afield, Mar. 1951, p. 117] Sheet. (63) © 23Feb51; KK59940.

Wow! Homemade jams and jellies in 15 minutes. [From the Evening bulletin, Providence, Apr. 5, 1951, p. 39] (Pectin and frozen foods) Sheet. © 5Apr51; KK61390.

You'll love your dog more than ever, when every inch of him is nourished by Gaines. [From Life, Feb. 5, 1951, p. 46] (Dog food) Sheet. (61) © 2Feb51; KK58468.

GENERAL FOODS CORPORATION. Birds Eye Snider Division ©.

All us girls go for Birds Eye. (Frozen foods) Sheet.

[From Buffalo news, Nov. 16, 1950, p. 27] (394) © 16Nov50; KK59864.

[From Cincinnati times star, Nov. 16, 1950] (391 rev. 2) © 16Nov50; KK59868.

[From Cleveland press, Nov. 16, 1950, p. 50] (391 rev. 1) © 16Nov50; KK59869.

[From Daily news, New York, Nov. 17, 1950, p. 67] (332 rev. 1) © 17Nov50; KK59881.

[From Fort Worth star telegram, Nov. 17, 1950, p. 10] (392 rev. 1) © 17Nov50; KK59866.

[From Indianapolis news, Nov. 16, 1950, p. 40] (392) © 16Nov50; KK59867.

[From New Haven register, Nov. 16, 1950, p. 40] (393 rev. 2) © 16Nov50; KK59865.

[From New York journal-American, Nov. 16, 1950, p. 23] (393) © 16Nov50; KK60890.

Best eating in town, Birds Eye. (Frozen foods. Sheet.

[From Detroit news, Mar. 15, 1951] © 15Mar51; KK62600.

[From Western family, Mar. 22, 1951] © 22Mar51; KK62601.

Birds Eye beats any french fries you ever bit into. [From Life, Dec. 11, 1950] Sheet. (325) © 8Dec50; KK59008.

GENERAL FOODS CORPORATION. Birds Eye Snider Division ©. Cont'd.

The Birds Eye kids say thanks to Walla Walla. [From Union-bulletin, Walla Walla, Wash., 1951 progress ed., p. 33] (Frozen foods) Sheet. (413) © 19Feb51; KK62604.

Bound to be better. Birds Eye Snider Division. [From Quick frozen foods annual report, 1950, p. 79] (Frozen foods) Sheet. (291) © 1Sep50; KK58433.

Cut your vegetable bills up to 1/3 with Birds Eye. [From Newark news, Newark, N. J., Mar. 15, 1951, p. 22] (Frozen foods) Sheet. (439B) © 15Mar51; KK62603.

Enter now! Contest closing soon. [From Columbus dispatch, Columbus, Ohio, Dec. 7, 1950, p. 50] (Frozen foods) Sheet. (341) © 7Dec50; KK60895.

Enter now. Contest closing soon. Birds Eye frosted foods. [From Cleveland press, Dec. 7, 1950, p. 50] Sheet. (338) © 7Dec50; KK59877.

Everybody's welcome. Birds Eye frosted foods cordially invites you to attend open house. [From Janesville argus, Janesville, Minn., Oct. 12, 1950] Sheet. (366) © 12Oct50; KK59857.

$15,000 cash prizes. Name us Birds Eye kids. [From Columbus dispatch, Columbus, Ohio, Nov. 9, 1950, p. A-25] (Frozen foods) Sheet. (334) © 9Nov50; KK60897.

Just name us Birds Eye kids. [From Cincinnati times star, Nov. 9, 1950, p. 10] (331 rev. 2) © 9Nov50; KK59882.

Just name us Birds Eye kids. [From Cleveland press, Nov. 9, 1950, p. 55] (331 rev. 1) © 9Nov50; KK59883.

Name us Birds Eye kids. [From Fort Worth star telegram, Nov. 10, 1950, p. 5] (334 rev. 1) © 10Nov50; KK59879.

Name us Birds Eye kids. [From Indianapolis news, Nov. 9, 1950, p. 50] (334 rev. 2) © 9Nov50; KK59878.

Just name us Birds Eye kids. [From New Haven register, Nov. 9, 1950, p. 37] (331) © 9Nov50; KK59884.

Frozen food retailers, please note. Birds Eye frosted foods. [From Harrisburg news, Nov. 16, 1950, p. 17] Sheet. (380) © 16Nov50; KK59870.

Golden opportunity sale. Birds Eye frosted foods; quick-frozen orange juice. [From San Francisco call bulletin, Oct. 5, 1950, p. 1F] Sheet. (363A) © 5Oct50; KK59859.

Grocers, get on the Birds Eye orange juice band wagon. Quick-frozen orange juice. [From Grocer graphic, Oct. 10, 1950, p. 36] Sheet. (363) © 10Oct50; KK59858.

Hi-diddle-dee. Garden-fresh tomato juice for me. Birds Eye frosted foods. [From New York world telegram and sun, Dec. 6, 1950, p. 50] Sheet. (349) © 6Dec50; KK59892.

I only drink garden-fresh tomato juice. Birds Eye frosted foods. [From New York world telegram and sun, Nov. 29, 1950, p. 42] Sheet. (348) © 29Nov50; KK59893.

I reckon nuthin's as good as Birds Eye. (Frozen foods) Sheet.

[From Buffalo news, Nov. 20, 1950, p. 14] (398) © 20Nov50; KK59872.

[From Cleveland press, Nov. 20, 1950, p. 23] (395 rev. 3) © 20Nov50; KK59863.

[From Columbus dispatch, Columbus, Ohio, Nov. 20, 1950, p. 8-B] (396 rev. 2) © 20Nov50; KK60624.

[From Daily-news, New York, Nov. 21, 1950, p. 37] (333 rev. 3) © 21Nov50; KK59880.

[From Fort Worth star telegram, Nov. 21, 1950, p. 11] (396 rev. 1) © 21Nov50; KK59860.

[From Indianapolis news, Nov. 20, 1950, p. 30] (396) © 20Nov50; KK59861.

[From New Haven register, Nov. 20, 1950, p. 36] (397 rev. 1) © 20Nov50; KK59871.

[From St. Louis post dispatch, Nov. 20, 1950, p. 17A] (395) © 20Nov50; KK59862.

I spy Birds Eye, the better buy. (Frozen foods) Sheet.

[From Detroit news, Feb. 15, 1951] © 15Feb51; KK62599.

[From New York world telegram & sun, Feb. 8, 1951] © 8Feb51; KK62597.

[From Providence bulletin, Feb. 15, 1951] © 15Feb51; KK62598.

Introductory sale. [From New York world telegram & Sun, Oct. 4, 1950, p. 45] (Frozen tomato juice) Sheet. (355) © 4Oct50; KK60892.

Jeepers. Now garden-fresh tomato juice. Birds Eye frosted foods. [From New York world telegram and sun, Dec. 27, 1950, p. 31] Sheet. (350) © 27Dec50; KK59889.

Limited time only. [From New York world telegram & Sun, Oct. 11, 1950, p. 62] (Frozen tomato juice) Sheet. (357) © 11Oct50; KK60891.

MMMM-Sweet! MMMM-Milky! MMMM-Birds Eye. [From Life, Feb. 19, 1951] (Frozen foods) Sheet. (367) © 16Feb51; KK62608.

Mom just loves Birds Eye. (Frozen foods) Sheet.

[From Binghampton press, Dec. 7, 1950, p. 29] (342) © 7Dec50; KK59874.

[From Buffalo news, Dec. 21, 1950, p. 19] (342) © 21Dec50; KK60893.

[From Columbus dispatch, Columbus, Ohio, Dec. 21, 1950, p. 4-B] (342) © 21Dec50; KK60894.

[From Detroit times, Dec. 21, 1950, p. 34] (420) © 21Dec50; KK60625.

[From New York journal American, Dec. 20, 1950, p. 21] (337) © 20Dec50; KK60896.

[From Western family, Dec. 21, 1950, p. 8A8] (342A) © 21Dec50; KK59007.

More moms go for the quality brand, Birds Eye. [From Quick frozen foods, Mar. 1951, p. 28] (Frozen foods) Sheet. (425) © 10Mar51; KK62602.

My mom knows Birds Eye's the best brand in Cincinnati. [From Cincinnati times star, Aug. 24, 1950, p. 10] (Frozen foods) Sheet. (327 rev.) © 24Aug50; KK59888.

My mom knows Birds Eye's the best brand in Dayton. [From Dayton news, Dayton, Ohio, Aug. 24, 1950] (Frozen foods) Sheet. (327) © 24Aug50; KK60898.

My mommy loves Birds Eye, too. [From Fort Worth star telegram, Oct. 12, 1950, p. 40] (Frozen foods) Sheet. (329 rev. 1) © 12Oct50; KK59885.

Name us, Birds Eye frosted foods, kids. [From Life, Nov. 27, 1950] Sheet. (308) © 24Nov50; KK58443.

Peas, carrots, green beans, corn, limas, you get all 5 in Birds Eye mixed garden vegetables. [From Life, Apr. 16, 1951] (Frozen foods) Sheet. (417) © 13Apr51; KK62596.

Please fill our tummies with Birds Eye yummies. (Frozen foods) Sheet.

[From Binghamton press, Nov. 30, 1950, p. 29] (340) © 30Nov50; KK59875.

[From Cleveland press, Dec. 14, 1950, p. 42] (339) © 14Dec50; KK59876.

Small fry love Birds Eye. [From Fort Worth star telegram, Oct. 6, 1950, p. 3] (Frozen foods) Sheet. (329 rev. 2) © 6Oct50; KK59886.

Swellest lima beans in the world; everywhere women agree with the Birds Eye kids. [From Life, Nov. 13, 1950] (Frozen foods) Sheet. (190 rev.) © 10Nov50; KK62594.

Us he-men all love Birds Eye. (Frozen foods) Sheet.

[From Buffalo news, Oct. 26, 1950, p. 16] (353) © 26Oct50; KK59856.

[From Fort Worth star telegram, Oct. 27, 1950, p. 9] (329) © 27Oct50; KK59887.

[From New Haven register, Oct. 26, 1950, p. 36] (352 rev. 1) © 26Oct50; KK59890.

[From Philadelphia bulletin, Oct. 26, 1950, p. 39] (352 rev. 2) © 26Oct50; KK59891.

We use prize Maine potatoes for our Birds Eye French fries. [From Life, Mar. 19, 1951] (Frozen foods) Sheet. (406) © 16Mar51; KK62605.

Wowie, Mom. Real garden-fresh tomato juice. Birds Eye. [From New York world telegram and sun, Nov. 8, 1950, p. 50] (Frozen foods) Sheet. (347) © 8Nov50; KK59873.

You sell more frozen foods. Birds Eye frosted foods. [From Quick frozen foods, Feb. 1951, p. 22] Sheet. (423) © 10Feb51; KK62595.

Your best buy is Birds Eye for '51. (Frozen foods) Sheet.

[From Detroit news, Jan. 11, 1951] © 11Jan51; KK62606.

[From Philadelphia bulletin, Jan. 11, 1951] © 11Jan51; KK62607.

GENERAL Metals Corporation. SEE Enterprise Engine and Machinery Company.

GENERAL MILLS, INC. ©.

Bisquick prepared baking mix. Label. (41 A) © 22Dec50; KK59442.

The class that eats up art. [From Catholic school journal, Feb. 1951, p. 34A] (Food products) Sheet. © 20Jan51; KK59444.

Cooking up a lesson in nutrition. [From Catholic school journal, Dec. 1950, p. 3A] (Food products) Sheet. © 30Nov50; KK59445.

Drifted snow recipe inserts. Recipes by Martha Meade. (Food products) Sheet. (SA-1461-A) © 28Jul50; KK57808.

Here is another way to make pastry! There are two accepted methods ... Stir-N-Roll pastry method. [From What's new in home economics, Sept. 1950, 44-45] (Food products) Sheet. © 1Sep50; KK57815.

Mrs. Jeffrey Butler's new Stir-N-Roll biscuit recipe. (Food products) Sheet. © 30Oct50; KK57813.

Now! Betty Crocker's Stir-N-Roll biscuits, the one great new biscuit recipe of all time. [From Better homes and gardens, Dec. 1950, p. 88-89] Sheet. © 24Nov50; KK57809.

Now! Betty Crocker's Stir-N-Roll biscuits, the one great new biscuit recipe of all time! [From Farm journal, Dec. 1950, p. 114] Sheet. © 20Nov50; KK57811.

On the air for 3 "Square" meals. [From The Instructor, Nov. 1950, p. 83] (Food products) Sheet. © 25Oct50; KK57816.

Perfect piecrust every time. Betty Crocker's new Stir-N-Roll pastry recipe. (Food products) Sheet. © 22Nov50; KK57812.

Recipes by Martha Meade. (Food products)
(SA-1462A) © 2Jan51; KK59441.
(SA-1477A) © 31Jan51 (in notice: 1950); KK62444.

Softasilk Betty Crocker cake flour. Label. (37) © 3Mar51; KK59443.

Stir-N-Roll biscuits "sensation of year". [From The Knoxville news-sentinel, Nov. 30, 1950, p. 20] (Food products) Sheet. © 30Nov50; KK57807.

Tell us why you like Betty Crocker's new Stir-N-Roll recipes. [From Household, Feb. 1951, p. 81] (Food products) Sheet. © 20Jan51; KK59446.

Tell us why you like Betty Crocker's new easy Stir-N-Roll recipes. [From Ladies' home journal, Feb. 1951, p. 84-85] (Food products) Sheet. © 31Jan51; KK59447.

We've got it! Betty Crocker's great new Stir-N-Roll biscuit recipe. (Food products) Sheet. © 30Oct50; KK57813.

Women acclaim new Stir-N-Roll biscuits. [From The Knoxville news-sentinel, Nov. 9, 1950, p. 30] (Food products) Sheet. © 9Nov50; KK57806.

Women hail wonderful new Stir-N-Roll biscuits. [From the Augusta herald, Nov. 9, 1950, p. 1-D] (Food products) Sheet. © 9Nov50; KK57810.

GENERAL PETROLEUM CORPORATION ©.

No trick a'tall, Pa, with ... Mobilgas. [From Sunset, Aug. 1949, p. 16] Sheet. © 1Aug49; KK58001.

GENERAL SALES COMPANY.

Old time Hamsausage. (Ham, processed-stuffed in casings) Label. © General Sales Co. (Louis Grace, sole owner); 16Feb51; KK62018.

GENERAL TIRE AND RUBBER COMPANY.

General on-farm tire service saves you time and money. [From Farm journal, May 1951, p. 40] (General farm tires) Sheet. © The General Tire & Rubber Co.; 16Apr51; KK61255.

The General Tire Kraft system recapping, a General Tire service. Device. © The General Tire & Rubber Co.; 6Apr51; KK60477.

General's angle action; power to plow without wasting time or fuel. The General farm tire. [From the Progressive farmer, Feb. 1951, p. 12] Sheet. © The General Tire & Rubber Co.; 15Jan51; KK59055.

Genéral's H.C.T. truck tire. [From Farm journal, Mar. 1951, p. 52] Sheet. © The General Tire & Rubber Co.; 19Feb51; KK59054.

New General H. C. T. truck tire. [From Farm journal, Jan. 1951, p. 41] Sheet. © The General Tire & Rubber Co.; 18Dec50 (in notice: 1951); KK57167.

New General H. C. T. truck tire. [From the Progressive farmer, Apr. 1951, p. 12] Sheet. © The General Tire & Rubber Co.; 15Mar51; KK60079.

GENEVA MODERN KITCHENS, INC. ©.

Geneva kitchen planner. (Kitchen units, etc.) 7 p. (P-51) © 15Feb51; KK61128.

GERDTS (H. J.) COMPANY, INC. ©.

Buy your life insurance at this savings bank and save! Poster. © 28Dec50; KK57046.

Buy your life insurance at this savings bank and save. Poster. (B5288) © 10Jan51; KK57430.

Buy your life insurance at this savings bank, and save. Lincoln Savings Bank. Folder. © 14Feb51; KK58720.

GETTELMAN (A.) BREWING COMPANY ©.

A. Gettelman natural process lager beer. Label. © 26Nov50; KK59489.

Gettelman bock beer. Label. © 12Feb51; KK59488.

Gettelman Rathskeller Milwaukee beer. Label. © 24Jul50; KK59487.

GIBSON DISTILLERS, INC. ©.

Gibson's Diamond 8 Eight outshines them all. [From Baltimore Afro-American] (Whiskey) Sheet. © 2Dec50; KK60848.

Gibson's Diamond 8 Eight outshines them all. (Whiskey) Sheet. © 1Feb51; KK59568.

Gibson's 8 years old bourbon or rye, the best in years. [From the New Yorker, Oct. 21, 1950, p. 85] Sheet. © 19Oct50; KK61172.

GIBSON REFRIGERATOR COMPANY ©.

But when you sell the new Gibson you have a true sales-building feature ... [From Electrical merchandising, Mar. 1951, p. 13] (Stove) Sheet. © 1Mar51; KK61134.

But when you sell the new Gibson you offer true, sales-building features ... [From Electrical merchandising, Feb. 1951, p. 143] (Refrigerator) Sheet. © 1Feb51; KK61133.

But when you sell the new Gibson, you sell exclusive features ... [From Electrical merchandising, Jan. 1951, p. 189] (Stove) Sheet. © 1Jan51; KK61135.

But when you sell the new Gibson, you sell exclusive features like these. [From Electrical merchandising, Dec. 1950, p. 111] (Refrigerator) Sheet. © 1Dec50 (in notice: 1951); KK61131.

4 reasons why home freezers are important to our nation ... 5 reasons why home-makers prefer the Gibson. [From Air conditioning & refrigeration news, May 28, 1951, p. 17] Sheet. © 28May51; KK63073.

Gibson, in all the world today only Gibson brings you all these features. [From Ladies' home journal, Feb. 1951, p. 112] (Refrigerator) Sheet. © 31Jan51; KK61132.

Gibson keeps its dealers in the front line with features like these. [From Electrical merchandising, June 1951, p. 133] (Electric refrigerators) Sheet. © 1Jun51; KK63071.

Yours, but only in the new Gibson refrigerators. [From Ladies' home journal, June 1951, p. 156] Sheet. © 25May51; KK63075.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY ©.

Cincinnati Hypro vertical boring & turning mills. 7 p. (Bull. no. 54-6) © 16Mar51; KK59989.

Davis cutter grinding machine. Sheet. © 14Mar50; KK59992.

Davis line boring bars. (Machine tools) 15 p. (600-9-50-L. P.) © 30Oct50; KK59994.

G & L electrically-operated positioning device. Folder. © 17Apr51; KK61066.

G & L 300 horizontal boring, drilling and milling machines. 17 p. (300T-51) © 29Jan51; KK59993.

G & L 340-T table type horizontal boring, drilling and milling machines. 7 p. (Bull. no. 34-T) © 26Feb51; KK59991.

Tools for hypro planers and vertical boring and turning mills by Davis Boring Tool Division. B-12 p. © 30Jan50; KK59995.

Under Arm ram type support. (Machine tools) Folder. (Berndt-44536) © 26Apr49; KK59990.

GILBERT (A. C.) COMPANY.

Gilbert atomic energy manual. Instructions for operating Gilbert atomic energy lab. 59 p. (M2788) © The A. C. Gilbert Co.; 18Aug50; KK57355.

GILBERT, MARION IVENS ©.

This is Christmas. [From the Milwaukee journal, Dec. 24, 1950, p. 24] (General merchandise) Sheet. © 24Dec50; KK59750.

GILBERT, PHILO G. ©.

Gilbert rim drive. Gilbert Wheel, inc. (Wheels for land-traveling vehicles) Sheet and envelope. © 1Nov50; KK60233.

GILBERT PAPER COMPANY ©.

A few appropriate remarks. [From Fortune, Feb. 1951, p. 39] (Office stationery) Sheet. (Messages that made history, no. 2) © 25Jan51; KK58787.

Pheidippides was quite a runner. Gilbert Bond papers. [From Fortune, Jan. 1951, p. 23] Sheet. (2008) © 25Dec50; KK58548.

Three cheers for Ptolemy. Gilbert bond. [From Fortune, Apr. 1951, p. 203] (Office stationery) Sheet. (2136. Messages that made history, no. 3) © 25Mar51; KK60337.

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Cavalcade of sports. (Razor products) Sheet.

Bob Lemon. [From Open road, Mar. 1951, p. 21] (B-395-A) © 1Mar51; KK60324.

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Bob Lemon. [From the Saturday evening post, Mar. 3, 1951, p. 68] (B-395) © 28Feb51; KK60325.

Casey Stengel. [From Esquire, July 1951, p. 18] © 8Jun51; KK63048.

Casey Stengel. [From Open road, June 1951, p. 17] © 1Jun51; KK63047.

George Mikan. © 13May51; KK63046.

George Mikan. [From Country gentleman, May 1951, p. 86] © 25Apr51; KK63044.

George Mikan. [From the American magazine, May 1951, p. 19] © 1May51; KK63045.

Jack Redmond. [From the American magazine, Apr. 1951, p. 17] © 30Mar51; KK61480.

Jack Redmond. [From the Saturday evening post, Apr. 7, 1951, p. 76] © 4Apr51; KK61479.

Leon Hart. [From Blue and the gray, official souvenir program, 1950, inside front cover] © 30Dec50; KK58980.

Leon Hart. [From Farm journal, Nov. 1950, p. 72] (B-386-A) © 16Oct50; KK57138.

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Cavalcade of sports. (Razor products) Sheet. Cont'd.

Leon Hart. [From Rose Bowl program, 1951, p. 49] © 1Jan51; KK58979.

Leon Hart. [From the Detroit news, Sunday comic section, Nov. 12, 1950] © 12Nov50; KK57134.

Leon Hart. [From the Saturday evening post, Nov. 4, 1950, p. 95] (B-386) © 1Nov50; KK57139.

Pancho Segura. [From Boys' life, Jan. 1951, p. 27] (B-389) © 1Jan51; KK58977.

Pancho Segura. [From Detroit news, Jan. 7, 1951, comic section] © 7Jan51; KK58978.

Pancho Segura. [From Farm journal, Jan. 1951, p. 42] (B-389-A) © 18Dec50 (in notice: 1951); KK58976.

Steve Brooks. [From Esquire, Feb. 1951, p. 20] (B-393) © 10Jan51; KK58974.

Steve Brooks. [From Farm journal, Feb. 1951, p. 52] (B-393A) © 22Jan51; KK58975.

Enjoy Gillette's cavalcade of sports broadcasts. [From the Sporting news, Apr. 4, 1951, p. 30] (Razor blades) Sheet. © 30Mar51; KK61476.

Gillette again airs triple crown races to send your profits up-up-up. [From the American druggist, Apr. 1951, p. 12-13] (Safety razors, blades, blade dispensers, shaving creams) Sheet. © 1Apr51; KK61478.

Gillette Blue Blades earn extra profits for you all year round. [From McKesson profitunities, Apr. 1951, p. 48] (Safety razors, blades, blade dispensers) Sheet. © 1Apr51; KK61477.

Gillette gifts ring the bell with any man. [From Esquire, Dec. 1950, p. 60] (Safety razors, blades, blade dispensers) Sheet. (B-387-A) © 8Nov50; KK57140.

Gillette gifts ring the bell with any man. [From Life, Dec. 11, 1950, p. 76-77] (Safety razors, blades, blade dispensers) Sheet. (B-387) © 8Dec50; KK57142.

Gillette gifts ring the bell with any man. [From Open road, Dec. 1950, p. 39] (Razors, blades, blade dispensers) Sheet. (B-387-B) © 1Dec50; KK57136.

Greatest shaving value ever offered! Gillette Super-Speed razor, $1.00. [From Tobacco retailers almanac, 15th ed., 1950, p. 14] (Razors, blades, blade dispensers) Sheet. © 30Sep50; KK57135.

Shave the easy Gillette way. [From the Saturday evening post, June 9, 1951, p. 88-89] (Safety razors, blades, blade dispensers) Sheet. © 6Jun51; KK63036.

Tune in Gillette's cavalcade of sports broadcast. (Razor blades) Sheet.

Cesar Brion vs. Rex Layne. © 2Feb51; KK58987.

Dan Bucceroni vs. Dick Wagner. [From Sporting news, Apr. 25, 1951, p. 36] © 20Apr51; KK61481.

Elkins Brothers vs. Bob Baker. [From Sporting news, Apr. 11, 1951, p. 32] © 6Apr51; KK61483.

Elkins Brothers vs. Bob Satterfield. © 12Jan51; KK58984.

Eugene Hairston vs. Paddy Young. © 9Feb51; KK58988.

Eugene Hairston vs. Walter Cartier. [From the Sporting news, St. Louis, May 9, 1951, p. 30] © 4May51; KK63038.

Ezzard Charles vs. Lee Oma. © 5Jan51; KK58983.

Harold Green vs. Ernie Durando. © 26Jan51; KK58986.

Harry Matthews vs. Bob Murphy. © 23Feb51; KK60319.

Ike Williams vs. Fitzie Pruden. © 9Mar51; KK60322.

Ike Williams vs. James Carter. [From the Sporting news, St. Louis, May 23, 1951, p. 34] © 18May51; KK63040.

Ike Williams vs. John L. Davis. © 16Mar51; KK60321.

Ike Williams vs. Jose Gatica. © 29Dec50 (in notice: 1951); KK59097.

Jimmy Beau vs. Bob Murphy. [From the Sporting news, Dec. 6, 1950, p. 36] © 1Dec50; KK57148.

Jimmy Flood vs. Jimmy Herring. [From the Sporting news, St. Louis, June 6, 1951, p. 32] © 1Jun51; KK63042.

Kid Gavilan vs. Aldo Minelli. [From Sporting news, Apr. 18, 1951, p. 35] © 13Apr51; KK61482.

Kid Gavilan vs. Eugene Hairston. © 23Mar51; KK60323.

Kid Gavilan vs. Joe Miceli. [From the Sporting news, Dec. 20, 1950, p. 26] © 15Dec50; KK57132.

Kid Gavilan vs. Johnny Bratton. [From the Sporting news, St. Louis, May 16, 1951, p. 26] © 11May51; KK63039.

Kid Gavilan vs. Paddy Young. © 19Jan51; KK58985.

Paddy De Marco vs. Eddie Giosa. [From the Sporting news, St. Louis, May 30, 1951, p. 30] © 25May51; KK63041.

Ray Famechon vs. Archie Devino. [From the Sporting news, Nov. 29, 1950, p. 20] © 24Nov50; KK57147.

Ray Famechon vs. Glen Flanagan. [From the Sporting news, Dec. 13, 1950, p. 22] © 8Dec50; KK57141.

Rex Layne vs. Bob Satterfield. © 2Mar51; KK60320.

Roland La Starza vs. Vern Mitchell. [From the Sporting news, St. Louis, May 2, 1951, p. 24] © 27Apr51; KK63037.

Tony Janiro vs. Jimmy Flood. © 16Feb51; KK60318.

Walter Cartier vs. Eugene Hairston. [From the Sporting news, Dec. 27, 1950, p. 20] © 22Dec50; KK57133.

Tune in Gillette's cavalcade of sports weekly television show. [From the Sporting news, St. Louis, June 13, 1951, p. 32] (Razor blades) Sheet. © 8Jun51; KK63043.

Tune in, Gillette sports cavalcade broadcast. (Razor blades) Sheet.

Dick Wagner vs. Bob Murphy. [From the Sporting news, Nov. 1, 1950, p. 20] © 27Oct50; KK57143.

Jersey Joe Walcott vs. Rex Layne. [From the Sporting news, Nov. 22, 1950, p. 20] © 17Nov50; KK57146.

Kid Gavilan vs. Billy Graham. [From the Sporting news, Nov. 15, 1950, p. 20] © 10Nov50; KK57145.

Laurent Dauthuille vs. Paddy Young. [From the Sporting news, Nov. 8, 1950, p. 20] © 3Nov50; KK57144.

Rocky Graziano vs. Tony Janiro. [From the Sporting news, Oct. 25, 1950, p. 19] © 20Oct50; KK57137.

You outsell 'em all when you sell Gillette. [From NATD co-ordinator, Mar. 1951, p. 146-147] (Safety razors, etc.) Sheet. © 1Mar51; KK60281.

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Toni midget spin curlers. Card. © 18Jan51; KK62260.

Toni spin curlers. Card. © 18Jan51; KK62261.

GILMORE STEEL AND SUPPLY COMPANY ©.
Now! Prompt delivery on aluminum sheets for farm, home and industry. [From Pacific purchasor, May 1951, p. 4 of cover] Sheet. © 1May51; KK62416.

GINN AND COMPANY ©.
Our singing world. (Phonograph records) Label.

Album 1-A. Songs from the first grade book. © 7Sep50; KK61530.

Album 1-B. Songs from the first grade book. © 7Sep50; KK61529.

Album 2. Songs from singing on our way. © 7Sep50; KK61528.

Album 3. Songs from singing and rhyming. © 16Jan51; KK61527.

Album 4. Songs from singing every day. © 16Jan51; KK61526.

GIOVANNETTI, JOHN ©.

Page 18A. (Platinum ring mountings) Sheet. © 7Dec48; KK57537.

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Page 34. (Platinum ring mountings) Sheet. © 30Nov50; KK57536.

GIVEN MANUFACTURING COMPANY ©.

High priority sales feature helps sell 17,000 homes. Waste King pulverator. [From American builder magazine, Sept. 1950, p. 150] (Garbage disposal unit) Sheet. © 1Sep50; KK58906.

The leader in creating community-wide garbage-free living. Waste King kitchen pulverator. Pamphlet. (A-51112) © 14Jan51; KK58195.

Most important feature to put in the kitchen. Waste King Pulverator. [From American builder magazine, July 1950, p. 49] (Garbage disposal units) Sheet. © 1Jul50; KK57956.

Proven method eliminates garbage electrically. Waste King. [From Institutions magazine, Sept. 1950, p. 102] (Garbage disposal units) Sheet. © 1Sep50; KK61566.

To the builder who plans to sell up to 100 homes in 1950. Waste King Pulverators, America's finest garbage disposer. [From American builder magazine, May 1950, p.154] Sheet. © 1May50; KK57957.

You've been waiting, now it's here. Waste King Pulverator. [From Practical builder, Dec. 1950, p. 8] (Garbage disposal units) Sheet. © 1Dec50; KK61567.

GLADEN, CARL F. ©.
New plastic automatic machine gun. Label. © 3Mar51; KK60783.

GLEN HALL BRANDS ©.
Charcrust; sprinkle it on, broil. (Seasoning product) Label. © 20Mar51; KK59771.

GLENMORE DISTILLERIES COMPANY, INC.
By any measure, Kentucky Tavern straight bourbon whiskey. [Measures. From Life, Mar. 12, 1951, p. 110] Sheet. © The Glenmore Distilleries Co., inc.; 9Mar51; KK59925.

Center of attraction. No other bond can match that Kentucky Tavern taste. [From Life, Feb. 12, 1951, p. 133] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 9Feb51; KK58674.

The extra step that makes it a finer blend. Old Thompson brand blended whiskey. [Perspective design. From Look, Jan. 16, 1951, p. 49] Sheet. © The Glenmore Distilleries Co., inc.; 2Jan51; KK59928.

The extra step that means finer flavor. Old Thompson. [Curved barrels design-bottle. From Look, Apr. 10, 1951, p. 91] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 27Mar51; KK62896.

Finest, by all odds; no other bond can match that Kentucky Tavern taste. [Horse race. From Life, May 14, 1951, p. 165] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 11May51; KK62894.

Gift creations by Glenmore. Kentucky Tavern. Old Thompson. [All brands. From Life, Dec. 11, 1950, p. 48-49] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 8Dec50; KK59927.

Showered with praise; no other bond can match that Kentucky Tavern taste. [Showers. From Life, Apr. 9, 1951, p. 115] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 6Apr51; KK62895.

This extra step means extra smoothness; Glenmore's Old Thompson brand blended whiskey. [Greeting card. From Look, Feb. 13, 1951, p. 89] Sheet. © The Glenmore Distilleries Co., inc.; 30Jan51; KK59926.

This extra step tells in the taste. Old Thompson. [Bottle and barrel. From Look, Mar. 13, 1951, p. 97] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 27Feb51; KK62893.

The toast of the town. No other bond can match that Kentucky Tavern taste. [From Life, Jan 1, 1951, p. 3 of cover] (Whiskey) Sheet. © The Glenmore Distilleries Co., inc.; 29Dec50; KK58673.

GLIDDEN COMPANY.

Cartons that could sail the Seven Seas. Glidden products. [From Fortune, June 1951, p. 188] (Glue, etc.) Sheet. © The Glidden Co., 25May51; KK62680.

Cleveland shoppers pick Durkee's 3 to 1. [From Holland's, Feb. 1951, p. 37] (Coconut) Sheet. © The Glidden Co.; 23Jan51; KK58267.

Colonial blue, one of the gorgeous new Spred Satin decorator colors. Glidden Glid-Tone. [From the Saturday evening post, Mar. 31, 1951, p. 16] (Paints) Sheet. © The Glidden Co.; 28Mar51; KK60452.

Durkee's cookie house. [From Ladies' home journal, Dec. 1950, p. 182] (Spices) Sheet. © The Glidden Co.; 28Nov50; KK57704.

Durkee's cookie house, fun to make. [From Better homes and gardens, Dec. 1950, p. 102] (Coconut) Sheet. © The Glidden Co.; 25Nov50; KK57254.

Fish story for chicks. [From Time, May 7, 1951, p. 108] (Food and chemical products) Sheet. © The Glidden Co.; 3May51; KK62248.

Glidden industrial review. (Finishes and coatings) Pamphlet. © The Glidden Co.
Vol. 1, no. 3. © 3Mar51; KK62770.

Introducing new decorator colors in the famous wonder paint, Glidden Spred Satin. Japalac. Florenamel. [From the Saturday evening post, Feb. 24, 1951, p. 127] Sheet. © The Glidden Co.; 21Feb51; KK60172.

Modern Monterey brown; another of the rich new Spred Satin decorator colors. [From the Saturday evening post, May 26, 1951, p. 128] Sheet. © The Glidden Co.; 23May51; KK62383.

Only one margarine carries this seal. Durkee's own AA grade. Glidden. [From Ladies' home journal, Apr. 1951, p. 190] Sheet. © The Glidden Co.; 30Mar51; KK60448.

The puzzle of the perfect paint. Spred. [From Fortune, Apr. 1951, p. 52] Sheet. © The Glidden Co.; 25Mar51; KK60995.

Ribs for his nibs. Durkee's spices. Glidden. [From Farm journal, Apr. 1951, p. 134] Sheet. © The Glidden Co.; 19Mar51; KK60449.

Rich, warm Wineberry, one of the gorgeous Spred Satin, decorator colors. [From the Saturday evening post, Apr. 28, 1951, p. 89] (Paints) Sheet. © The Glidden Co.; 25Apr51; KK62281.

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Globe. (Phonograph record) Label. © 22Jun51; KK62889.

GLOVER (H. B.) COMPANY ©.

Get him out of the dog house. Glover tailored man apparel. Folder. © 31Jan51; KK58835.

GLOVER (H. CLAY) COMPANY, INC. ©.

Stars in my hair. Glo-Ver beauty soap shampoo helps me match the stars I fly among. [From Real story, May 1950, p. 67] Sheet. © 1May50 (in notice: 1949); KK57024.

GOEBEL BREWING COMPANY ©.

Brewster, the Goebel rooster, says: (Beer) Sheet.

[From the Detroit free press, Nov. 18, 1950, p. 25] (976) © 18Nov50; KK57694.

[From Legion news, Dec. 8, 1950, p. 4] (990) © 8Dec50; KK57688.

[From the Peoria journal, Sept. 13, 1950, p. B-2] (964) © 13Sep50; KK57698.

[From the Peoria journal, Sept. 18, 1950, p. B-3] (965) © 18Sep50; KK57699.

Gets the California vote. Goebel beer. [From San Francisco chronicle, Oct. 24, 1950, p. 30] Sheet. (963) © 24Oct50; KK59682.

Gets the Michigan vote, today's Goebel, the best beer ... [From Detroit times, Oct. 31, 1950, p. 27] Sheet. (979) © 31Oct50; KK57700.

Goebel beer, a great national beer at Western prices. [From the Call-bulletin, San Francisco; Feb. 13, 1951, p. 20] Sheet. (1001) © 13Feb51; KK59345.

Goebel is opening stock cellar 22, watch for it. [From the Detroit press, Feb. 24, 1951, p. 21] (Beer) Sheet. (1016) © 24Feb51; KK60306.

Goebel Private Stock 22 beer. It's Mello-ized. [From Detroit free press, Apr. 28, 1951, p. 23] Sheet. (1014) © 28Apr51; KK61879.

Join the big California Goebel rush. [From Stockton record, Oct. 10, 1950, p. 12] (Beer) Sheet. (960) © 10Oct50; KK57697.

Making new friends like magic. Goebel beer. [From Oakland tribune, Nov. 28, 1950, p. 34] Sheet. (948) © 28Nov50; KK57691.

My lucky brew is 22, says Mary Louise. Goebel beer, Private Stock 22. [From Michigan chronicle, Detroit, Mar. 24, 1951, p. 11] Sheet. (1020) © 24Mar51; KK61881.

Nationally famous for good taste. Goebel beer. [From Collier's, May 5, 1951, p. 53] Sheet. © 5May51; KK62554.

Now! Goebel Private Stock 22 beer. [From the Detroit news, Mar. 30, 1951, p. 14] Sheet. (1008) © 30Mar51; KK60676.

Now. Goebel Private Stock 22 beer. It's Mello-ized. [From Midland daily news, Midland, Mich., Apr. 3, 1951, p. 7] Sheet. (1024) © 3Apr51; KK61880.

Now in Nevada, a great national beer at Western prices. Goebel, it's Mello-ized. [From Reno evening gazette, Reno, Nev., Apr. 10, 1951, p. 10] Sheet. (1030) © 10Apr51; KK61876.

Something really new in beer packaging. Goebel beer in bantam cans. [From Beer distributor, Aug. 1950, p. 4-5] Sheet. © 5Sep50; KK58307.

Try a great national beer at Western prices. Goebel. [From the Call-bulletin, San Francisco; Jan. 30, 1951, p. 18] Sheet. (1002) © 30Jan51; KK59346.

22 is the winner for you, says Mary Louise. Goebel beer, Private Stock 22. [From Michigan chronicle, Detroit, Mar. 31, 1951, p. 11] Sheet. (1025) © 31Mar51; KK61882.

Up, up, up in popularity. Sheet.

Goebel beer in bantam bottles and cans. [From the Chicago tribune, Oct. 10, 1950, p. 18, pt. 2] (956-C) © 10Oct50; KK57693.

Goebel, nationally famous beer at Western prices. [From Stockton record, Nov. 21, 1950, p. 20] (958) © 21Nov50; KK57696.

Today's Goebel, the best beer. [From the Detroit news, Oct. 24, 1950, p. 11] (977) © 24Oct50; KK57692.

Watch the profits flow in with Goebel Bantam beer. [From Malt Beverage Distributors Assn. of Penna. convention book, Feb. 18-20, 1951] Sheet. (994) © 18Feb51; KK59757.

We opened stock cellar 22. [From the Detroit free press, Mar. 31, 1951, p. 25) (Beer) Sheet. (1015) © 31Mar51; KK60677.

We opened stock cellar 22. Goebel beer. [From the Detroit news, Mar. 21, 1951, p. 43] Sheet. © 21Mar51; KK60307.

We opened stock cellar 22. Goebel Private Stock 22 beer. [From the Flint journal, Flint, Mich., Mar. 20, 1951, p. 9] Sheet. (1021) © 20Mar51; KK61884.

You'll like Goebel, nationally famous beer at Western prices. [From Stockton record, Oct. 24, 1950, p. 7] Sheet. (955) © 24Oct50; KK57695.

GOIT, Kenneth E., sole owner Soilaire Industries. SEE Soilaire Industries.

GOLD ARROW TRADING COMPANY ©.

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GOLD EAGLE PRODUCTS COMPANY ©.
Lock Thaw. Product for locks and windshields. (Chemical) Label. © 22Feb51; KK59626.

GOLDBERG (I.) AND COMPANY ©.
Army and air force catalog. (Military clothing and accouterments) Pamphlet. © 14May51; KK63031.

GOLDMAN'S JEWELRY COMPANY ©.
Diamond buy of a lifetime! Goldman investment diamonds. [From Kansas City star, Kansas City, Mo.]
Oct. 8, 1951. © 8Oct51; KK57862.
Oct.15, 1951. © 15Oct51; KK57867.

Every day more people are buying Goldman investment diamonds. [From Kansas City star, Kansas City, Mo.]
Feb. 2, 1951. © 2Feb51; KK58719.
Feb. 4, 1951. © 4Feb51; KK58718.
Feb. 7, 1951. © 7Feb51; KK58715.
Feb.14, 1951. © 14Feb51; KK58717.

For your valentine Goldman investment diamonds. [From Kansas City star, Feb. 9, 1951, p. 14] Sheet. © 9Feb51; KK58716.

Goldman investment diamonds. [From Kansas City star, Kansas City, Mo.]
Oct. 18, 1950. © 18Oct50; KK58028.
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Goldman's chance of a lifetime sale. [From Kansas City star, Kansas City, Mo.]
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Goldman's 65th anniversary sale. [From Kansas City star, Kansas City, Mo.]
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Nov. 10, 1950. © 10Nov50; KK57919.
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Nov. 15, 1950. © 15Nov50; KK57923.

How large is a Goldman investment diamond? [From Kansas City star, Mar. 2, 1951, p. 16] Sheet. © 2Mar51; KK59973.

Invest for the future with Goldman investment diamonds. [From Kansas City star, Kansas City, Mo.]
Jan. 24, 1951. © 24Jan51; KK58713.
Jan. 26, 1951. © 26Jan51; KK58712.

It's gift time at Goldman's. [From Kansas City star, Kansas City, Mo.]
Nov. 19, 1950. © 19Nov50; KK57872.
Nov. 29, 1950. © 29Nov50; KK57871.
Dec. 1, 1950. © 1Dec50; KK57870.
Dec. 3, 1950. © 3Dec50; KK57869.
Dec. 8, 1950. © 8Dec50; KK57868; KK57873.
Dec. 10, 1950. © 10Dec50; KK57392.
Dec. 11, 1950. © 11Dec50; KK57384.
Dec. 12, 1950. © 12Dec50; KK57385.
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Dec. 17, 1950. © 17Dec50; KK57391.
Dec. 18, 1950. © 18Dec50; KK57390.
Dec. 19, 1950. © 19Dec50; KK57389.
Dec. 20, 1950. © 20Dec50; KK57904.
Dec. 21, 1950. © 21Dec50; KK57902.
Dec. 22, 1950. © 22Dec50; KK57903.

More for your diamond dollar, Goldman investment diamonds. [From Kansas City star, Kansas City, Mo.]
Sept. 24, 1950. © 24Sept51; KK57865.
Sept. 29, 1950. © 29Sept51; KK57866.
Oct. 1, 1950. © 1Oct50; KK57864.

Save $48.51 tomorrow at Goldman's America's greatest 17-jewel watch buy. [From Kansas City star, Oct. 6, 1950, p. 16] (Watches & rings) Sheet. © 6Oct50; KK57863.

Save money, buy Goldman investment diamonds now. [From Kansas City star, Mar. 14, 1951, p. 14] Sheet. © 14Mar51; KK59963.

What does a Goldman investment diamond mean to you? [From Kansas City star, Mar. 7, 1951, p. 20] Sheet. © 7Mar51; KK59968.

What is a Goldman investment diamond? [From Kansas City star, Kansas City, Mo.]
Feb. 28, 1951. © 28Feb51; KK59972.
Mar. 11, 1951. © 11Mar51; KK59967.

Why a Goldman investment diamond? [From Kansas City star, Mar. 6, 1951, p. 12] Sheet. © 6Mar51; KK59970.

Why buy a Goldman investment diamond now? [From Kansas City star, Mar. 4, 1951, p. 8A] Sheet. © 4Mar51; KK59969.

Why is a Goldman investment diamond larger? [From Kansas City star, Mar. 9, 1951, p. 26] Sheet. © 9Mar51; KK59964.

GOLDSMITH, Louis, d.b.a. National Trade Chemicals Company. SEE National Trade Chemicals Company.

GOLFCRAFT, INC. ©.
Golfcraft's new marvel of design. Fred Haas, Jr. Tru-Sight irons. [From Professional golfer, Oct. 1950, center spread] (Golf clubs) Folder. © 15Oct50; KK61233.

GONNELLA BAKING COMPANY ©.
Gonnella's hearth baked Vienna. (Bread) Label. © 9Dec50; KK57952.

GOODALL FABRICS, INC. ©.
Administrators prescribe Goodall vat dyed, roller prints for lasting low-cost room beauty. [From the Modern hospital, Feb. 1951, p. 131] (Upholstery, drapery fabric, etc.) Sheet. (3431) © 1Feb51; KK58419.

The advantages that mean most to airlines are woven into Goodall blended-for-performance fabrics. [From American aviation, Jan. 22, 1951, p. 31] (Upholstery fabrics, etc.) Sheet. © 22Jan51; KK58376.

Another Goodall original in a new plastic Woodgrain. [From National furniture review, Dec. 1950, p. 97] (Upholstery fabrics) Sheet. (3430) © 1Dec50; KK57295.

Cornell University's Statler Hall chooses Goodall fabrics ... [From Hotel world-review, Mar. 17, 1951, p. 23] Sheet. (3443) © 17Mar51; KK59734.

Daystrom & Goodall combine to boost your sales with an all-new plastic idea. [From Retailing daily, Dec. 27, 1950, p. 16-17] Sheet. (5437) © 27Dec50; KK57293.

Facts why Manufacturers Trust Company branch replaced ... with Goodall Mohair Casements. [From Office management and equipment, Mar. 1951, p. 59] (Fabrics) Sheet. (3444) © 10Mar51; KK60560.

For years Eastern Air Lines has specified Goodall fabrics. [From American aviation, Dec. 25, 1950, inside back cover] Sheet. (3413) © 25Dec50; KK57282.

Going bigger every day! Goodall's original Bengaline; new fine-textured plastic that moves furniture off your selling floor faster. [From Retailing daily, May 28, 1951, p. 17] (Upholstery fabric, etc.) Sheet. (5457) © 28May51; KK62954.

Goodall Fabrics decorate the luxurious cars of the new Santa Fe Super Chief. [From Railway age, May 21, 1951, p. 34] (Upholstery fabrics, etc.) Sheet. © 21May51; KK63056.

Goodall gives your furniture new selling impact. [From Retailing daily, June 18, 1951, p. 17] (Upholstery fabric, etc.) Sheet. (5642) © 18Jun51; KK62950.

Goodall introduces 12-gauge Scroll, another Goodall original quality plastic in new texture pattern. [From Upholstering, Jan. 1951, p. 8-9] Sheets. (2432) © 15Jan51; KK57947.

Goodall Matelasse, a new success; first introduced by Goodall, the new luxury plastic for the living room. [From Retailing daily, June 19, 1951, p. 14-15] (Upholstery fabric, etc.) Sheet. (5455) © 19Jun51; KK62953.

Goodall Matelasse, a new success; first introduced by Goodall, the new luxury plastic for the living room. [From Upholstering, June 1951, p. 46-47] (Upholstering fabric, etc.) Sheet. © 15Jun51; KK63055.

Goodall's big 3 in fabrics; first came Graham and Paige, now Angus, another new pile tweed. [From Upholstering, June 1951, p. 50-51] (Upholstery fabric, etc.) Sheet. (2458) © 15Jun51; KK63060.

Goodall's Super Redo on Burlington's new gallery cars. [From Railway age, Apr. 9, 1951, p. 24] (Fabrics) Sheet. © 9Apr51; KK60561, KK63057.

Goodall's Tweed-in-Fleece, spring's loveliest fashion fabric, Paca-Point. [From the New York times magazine, Feb. 25, 1951, p. 12] Sheet. © 25Feb51; KK59556.

Introducing Scroll in 12-gauge Goodall quality plastics ... [From National furniture review, Jan. 1951, p. 125] Sheet. (3432) © 1Jan51; KK57294.

Introducing Scroll in 12-gauge Goodall quality plastics new texture pattern ... [From Retailing daily, Dec. 12, 1950, p. 9] (Upholstery fabrics) Sheet. (5432) © 12Dec50; KK57296.

Move your furniture line faster with Goodall's new Leaf Stripe jacquard frieze. [From Retailing daily, June 5, 1951, p. 13] (Upholstery fabric, etc.) Sheet. (5460) © 5Jun51; KK62952, KK63059.

Not just a tweed, not just a pile, Goodall introduces Graham, a new pile tweed. [From Retailing daily, Dec. 28, 1950, p. 11] (Upholstery fabrics) Sheet. (5438) © 28Dec50; KK57190.

Now Goodall's new, longer-wearing jacquard Tide gives furniture more sell ... [From Retailing daily, May 31, 1951, p. 13] (Upholstery fabric, etc.) Sheet. (5459) © 31May51; KK62951, KK63058.

Only Goodall color-correlated fabrics make possible sell-together pieces like these by the Franklin Furniture Company. [From National furniture review, Jan. 1951, p. 71] (Upholstery fabrics) Sheet. (3429) © 1Jan51 (in notice: 1950); KK57191.

Take this Goodall page to the market; top '50's sales in '51 with these Goodall plusses. [From Retailing daily, Jan. 3, 1951, p. 23] (Upholstery fabrics) Sheet. (5440) © 3Jan51; KK57192.

10-year spike test in Essex Fells locker room proves Goodall Seamloc carpet best for service; best for safety. [*From* Golfdom, Oct. 1950, p. 19] Sheet. (2378) © 1Oct50; KK58420.

Your decorator chooses Goodall Fabrics to express the newest in fashion for your home. [*From* House beautiful, Mar. 1951, p. 144-145] Sheet. (4434) © Goodall Fabrics, inc. (subsidiary, Goodall-Sanford, inc.); 16Feb51; KK58709.

GOODALL-SANFORD, INC. ©

America's leading hotels use Goodall fabrics. [*From* Hotel management, Mar. 1950, p. 103] Sheet. © 10Mar50 (in notice: 1949); KK57962.

GOODMAN (A.) AND SONS, INC. ©

Goodman's improved matzo meal. Label. © 22Jan51; KK58500.

Goodman's improved Passover square matzos. Label. © 22Jan51; KK58499.

Goodman's pure egg noodles. Label. © 26Dec50; KK57438.

Goodman's pure semolina spaghetti. Label. © 26Dec50; KK57437.

GOODMAN (H.) AND SONS, INC. ©

One easy step to your Goody permanent and beautifully styled hairdo. (Home permanent) Folder. © 1Nov50; KK57377.

GOODMAN AND COMPANY ©

Authentically designed diamond Scottish Rite ring. Sheet. © 12Feb51; KK59822.

Diamond Masonic ring. Sheet. © 12Feb51; KK60085.

Gem Crest, a famous name in diamonds since 1903. Sheet. © 13Apr51; KK60540.

Gem Crest ... fishtail diamond rings. Sheet. © 13Apr51; KK60541.

Glory in the beauty of your Gem Crest diamonds forever. Sheet. © 21May51; KK62208.

Maximount; maximum diamond brilliance. [*From* Indianapolis news, Mar. 30, 1951, p. 4] (Rings) Sheet. © 30Mar51; KK60084.

Wear it with pride; diamond Eastern Star ring. Sheet. © 12Feb51; KK59821.

Your Gem Crest Tiffany threesome will last a lifetime. (Rings) Sheet. © 13Apr51; KK60539.

GOODWIN, GEORGE ©

You need Song Dex. [*From* International musician, Dec. 1950, p. 25-26] (Music index) Sheet. © 29Dec50; KK58260.

GORDON, ANNA ©

Gordon's Lox-Pred. (Food spread) Label. © 8Mar51; KK59407.

GORDON, JEROME J. ©

Free. More than $100,000 worth of prizes. Count the dots. [*From* Johnstown tribune, Johnstown, Pa., May 24, 1951, p. 17] (TV sets) Sheet. © 24May51; KK62769.

GORDON, Melvin J., S. Z. Gordon and N. G. Stone, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

GORDON, S. Z., Melvin J. Gordon & N. G. Stone, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

GORDON ARMSTRONG COMPANY, INC.

What's a service exchange plan? An easy way to trade your old Armstrong X-4 baby incubator for a new one at the low cost of 9¢ a day. Sheet. © The Gordon Armstrong Co., inc.; 25May51; KK62223.

GORHAM COMPANY.

Styles and sterling. Gorham. (Silverware) Sheet. © The Gorham Co.

[*From* Seventeen, Sept. 1950, inside front cover] © 1Sep50; KK58055.

[*From* Seventeen, Oct. 1950, inside front cover] © 1Oct50; KK58053.

[*From* Seventeen, Nov. 1950, inside front cover] © 1Nov50; KK58052.

[*From* Seventeen, Jan. 1951, inside front cover] © 1Jan51; KK58056.

What a present. Your own wished for Gorham Camellia sterling. [*From* Better homes & gardens, Dec. 1950, p. 21] Sheet. © The Gorham Co.; 24Nov50; KK58054.

GOTHAM HOSIERY COMPANY, INC. ©

Hollyvogue of California; shoe and stocking size chart. (Stockings) Sheet. © 8Mar51; KK61031.

GOULD-NATIONAL BATTERIES, INC. ©

Gould plus-performance plan. (Industrial batteries) 7 p. © 27Apr51; KK61261.

GOURIELLI, INC. ©

Gourielli Pour La Princesse. [*From* Park Avenue social review, Dec. 1950, p. 6] (Perfume) Sheet. © 6Dec50 (in notice: 1951); KK59094.

Gourielli presents a Christmas gift for couples. Five O'Clock eau de parfum; Here's How men's cologne. [*From* Town & country, Dec. 1950, p. 29] Sheet. © 1Dec50; KK59093.

How ten minutes a day can make you look ten years younger. Gourielli's new Estrolar Cream. [*From* Vogue, Mar. 1, 1951, p. 221] (Cosmetics) Sheet. © 2Mar51; KK61435.

GOURIELLI SALON ©

Rare gifts for her, for him, for them, from Gourielli. Five O'Clock. Here's How. [*From* New York herald tribune, Dec. 14, 1950, p. 25] (Perfumes, cosmetics and toiletries) Sheet. © 14Dec50; KK59095.

GRACE, LOUIS, sole owner, General Sales Company. SEE General Sales Company.

GRANAT BROTHERS ©

All beautiful, all Hamiltons in platinum and diamonds. [*From* San Francisco examiner, Nov. 26, 1950, p. 3] (Watches) Sheet. © 26Nov50; KK57358.

Diamond and platinum watches. Our selection is one of the largest and finest in America. [*From* San Francisco examiner, Nov. 5, 1950, p. 3] Sheet. © 5Nov50; KK57356.

Latest design in Wed-Lok diamond rings by Granat; Flair. [*From* San Francisco examiner, Nov. 5, 1950, p. 2] Sheet. © 5Nov50; KK57357.

A new Wed-Lok ensemble set with a perfect diamond. [*From* San Francisco examiner, Jan. 7, 1951, p. 3] (Diamond ring ensemble) Sheet. © 7Jan51; KK58628.

None finer in America! Each ring is set with a perfect diamond. [*From* San Francisco examiner, Nov. 12, 1950, p. 3] Sheet. © 12Nov50; KK57359.

GRANVILLE'S JEWELERS, INC. ©

Granville's does it again. (Jeweler-appliances) Sheet.

Granny says: Despite heavy demand ... 1847 Rogers Bros. [*From* San Francisco examiner, Apr. 2, 1951, p. 48] © 2Apr51; KK60481.

It's true, San Francisco's leading credit jewelers ... 100 year diamond guarantee. [*From* San Francisco examiner, Apr. 9, 1951, p. 48] © 9Apr51; KK60482.

San Francisco's leading credit jewelers ... the automatic perpetual 17 jewel calendar watch. [*From* San Francisco examiner, Apr. 16, 1951, p.48] © 16Apr51; KK60691.

GRAPHIC INDICATOR COMPANY ©

Cassel perspective indicator. (Drawing aid) Sheet.

The no. 12 work sheet. © 4Sep50; KK57900.

Demonstration sheet and full directions for using Cassel perspective indicators. New and improved 3d ed. Sheet. © 4Sep50; KK57429.

The no. 22 work sheet. © 4Sep50; KK57901.

GRASS INSTRUMENT COMPANY ©

Grass Kymograph camera. Model C-4A. Instruction manual. (Electro medical instrument) 1 v. © 12Apr51; KK61266.

GRATNY, E. GEORGE ©

Kent's flavoring. (Beverage extract) Label. © 29Mar51; KK62087.

GRAVER TANK AND MANUFACTURING COMPANY, INC. Graver Water Conditioning Company Division ©

Graver water conditioning processes and equipment for power plants and industry. Folder. (Bull. no. WC-105) © 2Dec50; KK57620.

GRAYBURNE CORPORATION ©

Grayburne Ferri-Loopstick. [*From* Radio & television weekly, May 19, 1951, p. 86] (Radio antennas) Sheet. © 7May51; KK63069.

GREAT ATLANTIC AND PACIFIC TEA COMPANY.

A&P believes it can save you more money. [*From* Detroit news, Nov. 15, 1950, p. 56] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 15Nov50; KK57569.

A&P coffee costs less. [*From* New York world-telegram and Sun, Apr. 12, 1951, p. 11] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 12Apr51; KK61716.

A&P customer's corner. [*From* the Evening bulletin, Philadelphia, Apr. 19, 1951, p. 30] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 19Apr51; KK62037.

A&P Easter feasters all agree, you save much more at A&P. [*From* Chicago daily news, Mar. 22, 1951, p. 51] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 22Mar51; KK60810.

A&P Easter feasters all agree, you save much more at A&P. [*From* the Detroit news, Mar. 21, 1951, p. 54] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 21Mar51; KK60811.

A&P Easter feasters all agree, you save much more at A&P. [*From* the Times-picayune, New Orleans, Mar. 22, 1951, p. 16] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 22Mar51; KK60807.

GREAT ATLANTIC AND PACIFIC TEA COMPANY. Cont'd.

A&P Easter feasters all agree, you save much more at A&P. [From New York journal American, Mar. 22, 1951, p. 51] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 22Mar51; KK60808.

A&P famous for farm-fresh flavor and fine value. A&P's fruits & vegetables. [From New York world-telegram and Sun, Apr. 5, 1951, p. 13] Sheet. © The Great Atlantic and Pacific Tea Co.; 5Apr51; KK61653.

A&P for Easter feasting. [From the Boston traveler, Mar. 22, 1951, p. 43] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 22Mar51; KK60806.

A&P has everything for Easter feasting. [From the Evening bulletin, Philadelphia, Mar. 22, 1951, p. 33] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 22Mar51; KK60809.

A&P storewide low prices on hundreds of items every day. [From Detroit news, Dec. 6, 1950, p. 56-57] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 6Dec50; KK57571.

A&P's Ann Page proves fine foods needn't be expensive. [From New York world-telegram and the Sun, Mar. 29, 1951, p. 9] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 29Mar51; KK61187.

A&P's Easter food values help you save money quick as a bunny. [From Columbus dispatch, Columbus, Ohio, Mar. 21, 1951, p. 51] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 21Mar51; KK60812.

A&P's festive food values help make a merry Christmas. [From the Indianapolis news, Dec. 20, 1950, p. 21] Sheet. © The Great Atlantic & Pacific Tea Co.; 20Dec50; KK58838.

A&P's fresh fruits and vegetables. [From the Evening bulletin, Philadelphia, Apr. 5, 1951, p. 31] Sheet. © The Great Atlantic and Pacific Tea Co.; 5Apr51; KK61652.

A&P's low-price, low-profit policy. [From the Boston traveler, Mar. 29, 1951, p. 45] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 29Mar51; KK61186.

A&P's low price, low profit policy cuts your total food bill. [From Columbus evening dispatch, Columbus, Ohio, Feb. 19, 1951, p. A 7] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 19Feb51; KK59060.

A&P's low-price, low-profit policy will help you save with ease. [From Columbus evening dispatch, Columbus, Ohio, Mar. 12, 1951, p. A 5] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 12Mar51; KK59804.

A&P'S storewide low price policy helps cut our total food bill. [From Toledo blade, Jan. 10, 1951, p. 19] Sheet. © The Great Atlantic & Pacific Tea Co.; 10Jan51; KK58536.

A&P's storewide low prices on hundreds of items every day ... [From Detroit news, Nov. 8, 1950, p. 56] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 8Nov50; KK57567.

A&P's storewide values. [From New York world-telegram and Sun, May 3, 1951, p. 11] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 3May51; KK62040.

A&P's super-right meats give you better eating. [From Columbus evening dispatch, Columbus, Ohio, Mar. 26, 1951, p. 9] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 26Mar51; KK61188.

Ann Page foods. [From Columbus evening dispatch, Columbus, Ohio, Apr. 17, 1951, p. A-15] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 17Apr51; KK62036.

Did you know that A&P's dairy center has more than 60 varieties of cheese ... [From the Evening Bulletin, Philadelphia, Apr. 12, 1951, p. 33] Sheet. © The Great Atlantic and Pacific Tea Co.; 12Apr51; KK61715.

Did you know that A&P's famous Ann Page foods are among today's best food buys? [From Youngstown vindicator, Apr. 5, 1951, p. 41] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 5Apr51; KK61651.

Do you know that A&P's low prices ... [From Indianapolis news, Dec. 13, 1950, p. 13] (Food) Sheet. © The Great Atlantic & Pacific Tea Co.; 13Dec50; KK57999.

Having a turkey for Thanksgiving? and all the fixin's, too? [From Detroit news, Nov. 20, 1950, p. 35] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 20Nov50; KK57568.

Here's the whole story of how A&P's low price, low profit policy helps the wage-earner's pocketbook. [From the Columbus dispatch, Mar. 5, 1951, p. A 7] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 5Mar51; KK59552.

Here's why it's to your advantage to buy A&P's super right pork loins. [From the Detroit news, Mar. 28, 1951, p. 31] Sheet. © The Great Atlantic & Pacific Tea Co.; 28Mar51; KK61185.

How can I lower the family food bill. [From Indianapolis news, Nov. 29, 1950, p. 23] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 29Nov50; KK57570.

How can you be sure of big savings? Test shop A & P. [From Toledo blade, Jan. 24, 1951, p. 15] (Food products) Sheet. © The Great Atlantic & Pacific Tea Co.; 24Jan51; KK58538.

I like substantial savings, that's why I shop at A&P. [From Utica Observer-dispatch, Utica, N. Y., Jan. 4, 1951, p. 9] (Food products) © The Great Atlantic & Pacific Tea Co.; 4Jan51; KK58247.

I will save on A&P's storewide everyday low prices. [From Chicago daily news, Dec. 28, 1950, p. 13] (Food products) Sheet. © The Great Atlantic & Pacific Tea Co.; 28Dec50; KK58248.

In days like these you'll be glad to know A&P triples your opportunities to save. [From Detroit news, Feb. 28, 1951, p. 27] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 28Feb51; KK60852.

Looking for good buys in food? A&P has them. [From New York world-telegram and Sun, Apr. 19, 1951, p. 11] Sheet. © The Great Atlantic and Pacific Tea Co.; 19Apr51; KK62038.

A re-statement of A & P's low price policy. [From Detroit news, Nov. 1, 1950, p. 23] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 1Nov50; KK57027.

Such luscious baked goods, such wide variety, such thrifty prices. [From New York world-gelegram and Sun, Apr. 26, 1951, p. 13] Sheet. © The Great Atlantic and Pacific Tea Co.; 26Apr51; KK62039.

Test shop A&P, and see if you don't agree. [From Columbus evening dispatch, Columbus, Ohio, Feb. 5, 1951, p. A7] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 5Feb51; KK59058.

Test shop A&P, and you'll see that your savings ... [From Columbus evening dispatch, Columbus, Ohio, Jan. 29, 1951, p. A 7] (Food market products) Sheet. © The Great Atlantic and Pacific Tea Co.; 29Jan51; KK59059.

Want to see how much you can save ... Test shop A&P. [From Columbus evening dispatch, Columbus, Ohio, Feb. 12, 1951, p. A 13] (Food market products) Sheet. © The Great Atlantic & Pacific Tea Co.; 12Feb51; KK59061.

Which saves you more money on your total food bill? A & P. [From the Detroit news, Jan. 17, 1951, p. 21] Sheet. © The Great Atlantic & Pacific Tea Co.; 17Jan51; KK58537.

GREEN GIANT COMPANY ©.

Art Linkletter, big man of radio, screen and television links up with the Green Giant. Niblets fresh corn off the cob. [From Life, Oct. 30, 1950, p. 49] Sheet. © 27Oct50; KK59275.

Art Linkletter goes to work for the Green Giant. Niblets fresh corn off the cob. [From the Progressive grocer, Oct. 1950, 2d and 3d covers] Sheets. © 5Oct50; KK59270.

Big Kounty Kist square dance. Kounty Kist peas. [From the American weekly, Nov. 19, 1950, p. 27] Sheet. © 19Nov50; KK59264.

Cosecha nueva (new pack) Niblets Mexicorn. [From Life, Oct. 16, 1950, p. 29] (Corn) Sheet. © 13Oct50; KK59276.

Folks who like this corn ... go wild about these peas. Niblets. Green Giant. [From Pictorial review, Nov. 5, 1950, p. 4] Sheet. © 5Nov50; KK59267.

Green Giant brand great big tender sweet peas. (Frozen peas) Label. © 28Sep50; KK59326.

Hard club to get into. Green Giant great big tender sweet peas. [From Life, Dec. 11, 1950, p. 158] Sheet. © 8Dec50; KK59273.

If you love his corn ... just taste his peas. Niblets. Green Giant. [From Pictorial review (West Coast group), Oct. 1, 1950, p. 21] Sheet. © 1Oct50; KK59266.

Making friends with the sun. Niblets fresh corn off the cob. [From Life, Nov. 27, 1950, back cover] Sheet. © 24Nov50; KK59274.

New pack, Green Giant great big tender sweet peas. [From Life, Aug. 28, 1950, p. 65] Sheet. © 25Aug50; KK59278.

New pack, Niblets sweet corn. A little horn tootin' ... [From Life, Oct. 2, 1950, p. 15] Sheet. © 29Sep50; KK59277.

New pack, Niblets whole kernel corn. Tune yourself in ... [From the Progressive grocer, Sept. 1950, 2d and 3d covers] Sheet. © 5Sep50; KK59271.

Niblets brand corn takes over the back cover of Life, Nov. 24. [From the Progressive grocer, Nov. 1950, 2d and 3d covers] Sheets. © 5Nov50; KK59269.

1950 prize crop. Kounty Kist peas. [From the American weekly, Sept. 17, 1950, p. 38] Sheet. © 17Sep50; KK59265.

Prize crop's in. Del Maiz, the Green Giant's cream-style corn. [From Metropolitan group of Sunday picture magazines, Oct. 8, 1950, p. 26] Sheet. © 8Oct50; KK59268.

We're playing it louder than ever before. Green Giant peas. [From the Progressive grocer, Aug. 1950, 2d and 3d covers] Sheets. © 5Aug50; KK59272.

GREENE, BEN ©.

Zipcap. The cap with nine lives. (Cap with removable peak insert) Sheet. © 28Mar51; KK61903.

GREENLEE TOOL COMPANY ©.

Greenlee handy calculator. (Tools) Device. © 5Mar51; KK60357.

GREETING CARD ASSOCIATES, INC. ©.

Do you want $25? [From Country gentleman, Jan. 1951, p. 71] (Greeting cards) Sheet. © 27Dec50; KK62380.

GREETINGS UNLIMITED ©.

More profit for you with Greetings Unlimited. Spring 1951 everyday price list, order blank. (Greeting cards and gift items) Folder. © 16Jan51; KK60237.

GREGG AND SON, INC. ©.

Corner china cabinet. Sheet.
No. 422. © 23Jan51; KK59390.
No. 895. © 23Jan51; KK59452.
No. 898. © 7Dec50; KK58877.
No. 1000. © 7Dec50; KK58878.
No. 1100. © 12Feb51; KK59387.
No. 1200. © 12Feb51; KK59388.
No. 2231. © 19Mar51; KK60309.
No. 2301. © 23Jan51; KK59389.

Corner china closet. Sheet.
No. 63A. © 19Mar51; KK60310.
No. 74A. © 19Mar51; KK60312.
No. 1909. © 19Mar51; KK60311.

Homart china cabinet. Sheet.
No. 7200. © 23Jan51; KK59451.

GREGOR CHOCOLATES, INC. ©.

Gregor Spotlight assortment. (Chocolates) Label. © 10Jan51; KK57943.

GRENNAN Bakeries Division, Purity Bakeries Corporation. SEE Purity Bakeries Corporation. Grennan Bakeries Division.

GREY (GINGER) COSMETIQUES ©.

Tahitian tan oil. Label. © 15May51; KK62241.

GREY ADVERTISING AGENCY, INC. ©.

Gifts that get the kisses at Christmas. (Merchandise gift items) Sheet. © 5Jun51; KK62873.

GRID-L-RICH, INC. ©.

Grid-l-Redi pancake batter. (Prepared pancake batter) Label. © 10Jan51; KK61178.

GRINNELL COMPANY, INC. ©.

Grinnell FlameBuster triple action hose nozzle. Sheet. (4-51) © 13Apr51; KK60832.

Grinnell vibration control and sway brace. 1951 ed. Folder. © 5Apr51; KK60435.

GRINSTEAD'S FARM ©.

Grinstead's Farm, breeders of prize-winning angora, chinchilla, and white giant rabbits. Pamphlet. © 12Dec50; KK57008.

GROCERS BISCUIT COMPANY, INC. ©.

Dixie Belle thin saltine crackers. Label. © 9Feb51; KK60342.

GRO-WEL COMPANY.

Aquarium products. [Catalog] Folder. © Lawrence G. Timeus & Helen Molnar, operating under trade name of Gro-Wel Co.; 31Dec50; KK60930.

GRUELLE, MYRTLE ©.

Johnny Gruelle's own Raggedy Andy doll. [Hang tag] Label. © 30Apr51; KK61626.

Johnny Gruelle's own Raggedy Ann doll. [Hang tag] Label. © 30Apr51; KK61628.

Johnny Gruelle's own Raggedy Ann doll. Label. © 30Mar51; KK61627.

Johnny Gruelle's own Raggedy Andy doll. (Rag dolls) Label. © 30Mar51; KK61625.

GRUEN WATCH COMPANY.

Darling, what a wonderful way to remember. Gruen, the precision watch. [From Cosmopolitan, May 1951, p. 7] Sheet. © The Gruen Watch Co.; 2May51; KK61673.

The distinguished Gruen 21-jewel watch. Folder. © The Gruen Watch Co.; 15Apr51; KK62511.

Do you know a veteran, handicapped person ... Gruen. [From the American horologist and jeweler, Feb. 1951, p. 25] (Watches) Sheet. © The Gruen Watch Co.; 10Feb51; KK58740.

The golden bond between you. [From Look, May 22, 1951, p. 46-47] (Watches) Sheet. © The Gruen Watch Co.; 8May51; KK62057.

How long since she's said, I'm in love with a wonderful guy? [From Collier's, Dec. 2, 1950, p. 63] (Gruen watches) Sheet. © The Gruen Watch Co.; 24Nov50; KK57368.

How to give a husband ideas. [From Collier's, May 26, 1951, p. 65] (Gruen watches) Sheet. © The Gruen Watch Co.; 18May51; KK62216.

No trespassing, please. Gruen watch. [From National jeweler, Feb. 1951, p. 47] Sheet. © The Gruen Watch Co.; 10Feb51; KK58760.

When you turn this page your watch will wind itself. [From Esquire, May 1951, p. 29] (Autowind watches) Sheet. © The Gruen Watch Co.; 6Apr51; KK60697.

GUILD AGENCY ©.

May we send you a sample - 10 cts. coin or stamps - of our newest radio TV time reminder? Sheet. © 15Jan51; KK58624.

GUILD SALES ORGANIZATION ©.

The Biltmore. (Log homes, landscaping and rock maple furniture) Sheet. © 20Jan51 (in notice: 1950); KK58387.

GUINNESS (ARTHUR) AND SON, INC.

Guinness Stout, a man's drink. [From Daily news, New York, July 25, 1950, p. 60] (Alcoholic beverage) Sheet. © Arthur Guinness & Son, inc. (in notice: Arthur Guinness Son & Co., inc.); 25Jun50; KK60817.

GULF BREWING COMPANY ©.

Pale dry is the reason why Texans prefer Grand Prize. (Beer) Poster. (55641) © 1Apr51; KK61039.

Pale dry is the reason why Texans prefer Grand Prize. [Cowboys] (Beer) Poster. (55584) © 1Feb51; KK58480.

Pale dry is the reason why Texans prefer Grand Prize. [Quart bottle and glasses] (Beer) Poster. (55651) © 1Mar51; KK60065.

Pale dry is the reason why Texans prefer Grand Prize beer. [Woman holding bottle] Poster. (55581) © 1Jan51; KK57723.

Your prize catch. Grand Prize. [Striking fish] (Beer) Poster. © 1May51; KK62610.

GUNTHER BREWING COMPANY, INC. ©.

All Baltimore is cheering Gunther's for achieving what brewers have dreamed of for years. [From the Evening sun, Baltimore, Jan. 23, 1951, p. 27] (Beer) Sheet. © 23Jan51; KK57707.

Brewed by the exclusive Schneider brewing method. Gunther's. [From Journal-every evening, Wilmington, Del., Jan. 8, 1951, p. 7] Sheet. © 8Jan51; KK57654.

The colossal Rip Collins is coming to Baltimore. Gunther's beer. [From the Evening sun, Baltimore, Mar. 19, 1951, p. 29] Sheet. © 19Mar51; KK59659.

Enjoy it while it lasts. Today. Get your share. Gunther's Bock beer. [From the Evening sun, Baltimore, Mar. 1, 1951, p. 43] Sheet. © 1Mar51; KK59052.

Go get Gunther the premium light, dry beer that doesn't cost a penny extra. [From the Baltimore news-post, June 27, 1951, p. 29] Sheet. © 27Jun51; KK63139.

Life is always brighter with the beer that's extra dry. Garry Moore. Gunther's. [From the Sun, Baltimore, Feb. 21, 1951, p. 24] Sheet. © 21Feb51; KK58759.

Life is always brighter with the beer that's extra dry. Gunther's. [From the Evening sun, Baltimore, Mar. 26, 1951, p. 25] Sheet. © 26Mar51; KK60025.

Meet Rosemary Colligan, the lovely Gunther girl. Here she is, inviting you to try Gunther's extra dry beer. [From the Baltimore news-post, Feb. 14, 1951, p. 39] Sheet. © 14Feb51; KK58534.

Now it can be told, Gunther's beer is extra dry. [From the Evening sun, Jan. 8, 1951, p. 10] Sheet. © 8Jan51; KK57283.

Who is the Gunther girl? Today the secret's out. Gunther's, it's extra dry. [From the Baltimore news-post, Feb. 14, 1951, p. 37] (Beer) Sheet. © 14Feb51; KK58535.

GURNEY SEED AND NURSERY COMPANY ©.

33 outstanding offers from Gurney's. [From Minneapolis tribune, Apr. 22, 1951, p. 3] (Nursery stock) Sheet. © 22Apr51; KK61062.

[From Sioux City Sunday journal, Sioux City, Iowa, Apr. 22, 1951, p. 13, section 1] (General nursery stock) Sheet. © 22Apr51; KK61605.

H

H-B INSTRUMENT COMPANY ©.

Mercury plunger relays. Catalog 17. Silent, safe. H B Double Diamond. 7 p. © 27Dec50; KK60845.

Thermo-regulators and thermostats; mercury actuated. Catalog 18. 11 p. (351-75) © 3Apr51; KK60844.

H. & K. MANUFACTURING COMPANY.

Easy way clothes line fastner. Card. © Henry A. Klinkham, d.b.a. H. & K. Mfg. Co.; 29Mar51; KK61793.

HACHMEISTER-INC. ©

Fischer's real butter cake. Label. © 22Nov50; KK57441.

Frost it yourself. Holmes to homes butter cake. Label. © 22Nov50; KK57590.

HAGAN CORPORATION ©

Hagamin controls corrosion in steam condensate systems. (Volatile alkaline amine) Folder. © 10Oct50; KK57483.

Hagan ratio totalizer. 7 p. (Bull. 5450) © 26Sep50; KK57482.

HAGAN (I. N.) ICE CREAM COMPANY ©

Hagan strawberry ice cream. Label. (L5) © 3Jan51 (in notice: 1950); KK57434.

HAGER (C.) AND SONS HINGE MANUFACTURING COMPANY ©

Comrade agent send valuable U. S. industrial secret in America. Hager hinges. [From Hardware retailer, Jan. 1951, p. 14] Sheet. © 5Jan51 (in notice: 1950); KK58603.

Everything hinges on Hager! [Baseball scene. From Building supply news, Aug. 1950, p. 46] (Hinges) Sheet. © 25Jul50; KK57818.

Myrtle is getting a lovely tan since she discovered that-everything hinges on Hager. [From Building supply news, July 1950, p. 145] (Hinges) Sheet. © 23Jun50; KK57817.

Why, Mr. Ellis, don't you know that everything hinges on Hager. [From Hardware retailer, Dec. 1950, p. 14] (Hinges) Sheet. © 5Dec50; KK58602.

HALL, CARMEL GORDON ©

Video-Bingo. (Game cards) Label. © 1Jan51; KK59583.

HALL (ROBERT) CLOTHES, INC. ©

Robert Hall clothes month-of-March savings of 20 to 40 o/o. [From Life, Feb. 26, 1951, p. 70-71] (Men's, women's & children's clothing) Sheet. © 26Feb51; KK59548.

HALL LABORATORIES, INC. ©

Equipment and reagents for conductometric determination of solids in boiler water and steam. 4 p. (2RE 50) © 13Nov50; KK57039.

HAMILTON CASTER AND MANUFACTURING COMPANY ©

Hamilton floor trucks, catalog no. 75. (Trucks, dollies, skids and lift trucks) 56 p. © The Hamilton Caster & Manufacturing Co.; 5Jan51; KK59159.

HAMILTON MANUFACTURING COMPANY ©

These features make Safe-T-Babe America's favorite play yard. [From Parents' magazine, Sept. 1950, p. 175] Sheet. © 25Aug50; KK61607.

To meet future-load requirements our new laboratory will have to be flexible. [From the Nation's schools, Oct. 1950, p. 144] (Laboratory equipment) Sheet. © 15Sep50; KK61612.

When you were planning your new high school laboratory last year, did you get help from Hamilton? [From the Catholic school journal, Sept. 1950, p. 42A] (Laboratory equipment) Sheet. © 20Aug50; KK61613.

HAMILTON WATCH COMPANY ©

Are you right, on time? How did the hairspring get its name? [From Scholastic magazine, Apr. 4, 1951] (Watches) Sheet. © 4Apr51; KK61291.

Are you right, on time? What does it take to be a watchmaker? [From Scholastic magazine, Mar. 21, 1951] (Watches) Sheet. © 21Mar51; KK61292.

For those very special names on any gift list. Hamilton. [From Fortune, Dec. 1950, p. 161] (Watches) Sheet. (3) © 25Nov50; KK57231.

Grover. Sally. Clyde. Elva. [Hamilton catalog] (Watches) Sheets. © 14Nov50; KK57744.

It's about time. (Watches) Sheet.
[From Scholastic magazine, Nov. 1, 1950] © 1Nov50; KK57236.
[From Scholastic magazine, Dec. 6, 1950, inside front cover] (8) © 6Dec50; KK57237.

Lady Hamilton; fine diamond-set watches. Folder. © 1Mar51; KK60675.

Loretta. Fern. Bailey. [Hamilton watch catalog; additional pages for loose-leaf book] Sheets. (1-3-51) © 7Mar51; KK60218.

Someone on your list is hoping for a Hamilton. [From Fortune, Nov. 1950, p. 164] (Watches) Sheet. (2) © 25Oct50; KK57238.

Someone you love is hoping for a Hamilton. (Watches) Sheet.
[From Country gentleman, Apr. 1951] © 28Mar51; KK61287.
[From Pathfinder, Apr. 4, 1951] (3) © 4Apr51; KK61288.
[From Saturday evening post, Apr. 4, 1951] (2) © 4Apr51; KK61289.
[From the Saturday evening post, Mar. 10, 1951] © 7Mar51; KK61290.
[From the Saturday evening post, Nov. 18, 1950] (7) © 15Nov50; KK57235.

Spectacular impressions of time. Hamilton. [From Vogue, Dec. 1, 1950, p. 58] (Watches) Sheet. © 1Dec50; KK57228.

Subtle splendor for your wrist. Hamilton. [From Harper's bazaar, Nov. 1950, p. 177] (Watches) Sheet. (3) © 1Nov50; KK57232.

To Jim. Hamilton. [From Life, Nov. 24, 1950] (Watches) Sheet. (9) © 24Nov50; KK57234.

To Peggy. Hamilton. [From Holiday, Nov. 15, 1950, p. 23] (Watches) Sheet. (8) © 15Nov50; KK57233.

HAMMERMILL PAPER COMPANY ©

Business checks; their proper planning and design. 12 p. © 5Apr51; KK61123.

Duplicator facts. Hammermill. (Paper) 16 p. © 1Mar51; KK58702.

Hammermill manual of paper information, a timesaving reference book for buyers of paper and printing. 8th ed. 20 p. © 30Mar51; KK60196.

Hammermill salesmen's handbook, 1951. (Paper products) 57 p. © 25May51; KK62615.

HAMMOND INSTRUMENT COMPANY ©

After 10 years: Performing just as perfectly as it did when installed. Hammond organ. [From Extension, Apr. 1951, p. 24] Sheet. (233) © 15Mar51; KK62592.

Always ready to play without being influenced by changes in temperature. Hammond organ. [From Extension, Feb. 1951, p. 23] Sheet. (216) © 15Jan51; KK60903.

The Christmas I'll always remember because I never dreamed it could be. Hammond organ. [From the Saturday evening post, Dec. 2, 1950, p. 99] Sheet. (201) © 29Nov50; KK59005.

The Christmas I'll always remember. Hammond organ. [From House and garden, Dec. 1950, p. 159] Sheet. © 20Nov50; KK59004.

Ever count the cost of not owning one? Hammond organ. [From Saturday evening post, Mar. 24, 1951, p. 60] Sheet. (214) © 21Mar51; KK63011.

Ever count the cost of not owning one. Hammond organ. [From Time magazine, Mar. 12, 1951, p. 66] Sheet. (214A) © 8Mar51; KK63092.

Facts for the organ committee. Hammond organ, music's most glorious voice. [From Christian herald, Nov. 1950, p. 13] Sheet. (198A) © 25Oct50; KK58436.

I would without any hesitation again choose the Hammond organ. [From Extension, Mar. 1951, p. 43] Sheet. (217) © 15Feb51; KK61097.

A lifetime of pleasure; yours for as little as $1285. Hammond organ, music's most glorious voice. [From House beautiful, Nov. 1950, p. 255] Sheet. (195B) © 20Oct50; KK58437.

The only organ in tune for life. Hammond organ. [From Chain guide, Apr. 1951] Sheet. (236A) © 4May51; KK63014.

Our piano was almost forgotten -'til dad gave us this Christmas present. Solovox. [From Collier's, Nov. 25, 1950, p. 64] Sheet. (200) © 17Nov50; KK58444.

The real question is: Can you afford not to? Hammond organ. [From Time, Feb. 12, 1951, p. 68] Sheet. (215A) © 8Feb51; KK60904.

This Christmas more churches will enjoy the glorious music of the Hammond organ than ever before. [From Extension, Dec. 1950, p. 5] Sheet. © 15Nov50; KK59003.

Upkeep is practically nil. Hammond organ. [From Extension, May 1951, p. 47] Sheet. (234) © 15Apr51; KK63091.

We seldom played our piano. Solovox. [From Collier's, Feb. 10, 1951, p. 51] Sheet. (213) © 2Feb50; KK60905.

Where else can you buy so much for $1285? [From Saturday evening post, Apr. 21, 1951] Sheet. (232) © 18Apr51; KK63012.

Why more churches own Hammond organs than all other comparable instruments combined. [From Extension, Nov. 1950, p. 3] Sheet. (205) © 15Oct50; KK58445.

HAMMOND IRON WORKS ©.

Hammond floating roof tanks for product conservation and corrosion prevention. (Storage tanks) 8 p. (Bull. 51 F) © 4Apr51; KK61198.

HANCOCK OIL COMPANY OF CALIFORNIA.

Whodunit? Hancock done it. [From Long Beach press-telegram, Long Beach, Calif., Feb. 13, 1951, p. A-13] (Gasoline) Sheet. © The Hancock Oil Co. of California; 13Feb51; KK60724.

Whodunit? Hancock done it. 30.5 miles per gallon with '51 Studebaker. [From Long Beach press-telegram, Long Beach, Calif., Feb. 20, 1951, p. A-11] (Gasoline) Sheet. © The Hancock Oil Co. of California; 20Feb51; KK60725.

HANDCRAFT COMPANY.

It's a gift to give the right thing. Mukluks. [From Seventeen, Dec. 1950, p. 95] (Footwear) Sheet. © The Handcraft Co.; 1Dec50; KK58585.

HANNAY (CLIFFORD B.) AND SON, INC. ©
Another Hannay installation. Hannay hose reel. [Merion Fire Company truck. From Fire engineering, Apr. 1951, p. 297] Sheet. © 15Apr51; KK61668.

Cut maintenance costs. Mak-Saf switches. [From National petroleum news, Feb. 1951, p. 29] (Short-circuit indicator) Sheet. © 7Feb51; KK59656.

Hannay hose reel with explosion-proof electric motor. Sheet. © 6Mar51; KK59655.

It's the new Hannay hose reel. [From Firemen, Apr. 1951, p. 28] Sheet. © 20Mar51; KK60340.

It's the new Hannay hose reel. [From Firemen, Oct. 1950, p. 24] Sheet. © 1Oct50; KK57347.

It's the new Hannay hose reel. [From Firemen, Dec. 1950, p. 19] Sheet. © 1Dec50; KK57303.

HANSEN MANUFACTURING COMPANY, INC. ©
Synchron catalog no. 50. (Timing motors, timing machines and clock movements) 20 p. © 10Dec50; KK60701.

HANSEN'S (CHRISTIAN) LABORATORY, INC. ©
To you it's part of his valuable milk quota, to him it's delicious dessert. Rennet-custard. Folder. (9009) © 6Dec50; KK57741.

HARAM (S. A.) AND COMPANY, INC. ©
Royal Snack cole slaw. Label. © 18May51; KK62397.

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Royal Snack pickled beet salad. Label. © 18May51; KK62398.

Royal Snack potato salad. Label. © 18May51; KK62396.

Royal Snack selected Rollmops. (Pickled herring) Label. © 1Oct50; KK59433.

HARDMAN (H. V.) COMPANY, INC. ©
Permaset. (Brush cement for setting bristles) Sheets. © 1Feb51; KK59690.

HARGRAVES LABORATORIES.
S-2 sun lotion for young skins. Label. © Hobart L. Hargraves, d.b.a. Hargraves Laboratories; 2Mar51; KK59619.

HARRIOTT (BYRON) AND SONS ©
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Gas is fast, gas is clean. Chambers. (Cooking stoves) Pamphlet. © 26Dec50; KK58231.

HART, Morris B., d.b.a. Contractors and Maintenance Paint Company. SEE Contractors and Maintenance Paint Company.

HASELHORST, Fred. and Ed Kantor. SEE Sunland Laboratories.

HASSENFELD BROTHERS, INC. ©
Let's play school. (Toys) Label. (1930) © 5Mar50; KK57986.

Teach-A-Toy. Label. © 5Mar50; KK57987.

HATHAWAY MANUFACTURING COMPANY ©
Advertising publicity, spring 1951. America's favorite curtains are made of Hathaway curtain fabrics. (Curtains) Pamphlet. © 2Jan51; KK58394.

HAWKINSON (PAUL E.) COMPANY ©
Hawkinson taper rasp and bands. (Tire repairing equipment) Sheet. © 25Apr51; KK61905.

Hawkinson tire buffing instructions. Hawkinson treads, more than a recap. Folder. © 20Mar51; KK61904.

HAWTHORN-MELLODY FARMS DAIRY ©
Adventures of Buck Thorn. (Milk) Label.

Gosh, Buck Thorn is sliding down the steep ... (4) © 16Mar51; KK59718.

Jimminy, there's Buck Thorn slipping over the edge of that narrow trail. (3) © 16Mar51; KK60702.

Look at those two Indians fighting ... (5) © 23Mar51; KK59945.

Wow. Buck Thorn has just dismounted ... (6) © 30Mar51; KK60611.

HEALD MACHINE COMPANY.
Heald wheelheads servicing instructions for model 00H2 hi-frequency wheelheads. (Grinding machines) 10 p. (14-6-2 issue 1) © The Heald Machine Co.; 22Nov50; KK59491.

Heald wheelheads servicing instructions for model OH2B hi-frequency wheelheads. (Grinding machines) 10 p. (14-6-3 issue 1) © The Heald Machine Co.; 31Dec50; KK59493.

Heald wheelheads servicing instructions for models 1H2C, 3H2C, 5H2C, 7H2B, 9H2B & 11H2 hi-frequency wheelheads. (Grinding machines) 10 p. (14-6-4 issue 1) © The Heald Machine Co.; 30Nov50; KK59492.

Instruction manual, service repair parts. (Grinding machines) © The Heald Machine Company.

Standard hydraulic cross slides ... 19 p. (14-8-2, issue 1) © 30Aug50; KK59431.

Standard hydraulic operating mechanisms ... 10 p. (14-8, issue 1) © 20Jun50; KK59432.

Standard oil mist lubricator. 6 p. (14-8-3 issue 1) © 30Sep50; KK59490.

HEATILATOR, INC. ©
Distinctive Heatilator fireplaces. (Heat-circulating fireplace units) Folders. © 22Jan51; KK59298.

For modern homes, Heatilator, America's leading fireplace. 7 p. © 1Dec50; KK57906.

HEILAND RESEARCH CORPORATION ©
For crystal sharp high-speed pictures use the Heiland Strobonar I series. (Cameras) Folder. © 8Mar51; KK61026.

Heiland Research Corporation. (Magnetic equipment) 9 p. © 23Jan51; KK59307.

HEINLEY MASTERCRAFT PRODUCTS ©
Announcing Shop Craft shutter kit. Folder. © 22Jan51; KK61684.

HEINTZ (JAMES C.) AND COMPANY ©
Scientific tire tread renewal with equipments procedures and methods. (Tire tread molds) Folder. © 16Jun51; KK62970.

HELDOR METAL PRODUCTS CORPORATION ©
Heldor bushings for positive hermetic sealing. (Bushings) Folder. © 19Mar51; KK61248.

Here's a Shop Craft shutter panel. [Order form] Sheet. © 22Jan51; KK61685.

HELLER (B.) AND COMPANY ©
Quick-Action (Q.A.) pickle. (Meat curing preparation) 24 p. © 28Mar51; KK61457.

HELLIGE, INC. ©
Precise pH control and water tests. Hellige. (Testing equipment and comparators) 11 p. (600-10) © 10Feb51; KK60232.

HENDERSON-LINCOLN Company. SEE Henderson-Lincoln Funeral Home, inc.

HENDERSON-LINCOLN FUNERAL HOME, INC.
Of course price is a consideration. (Caskets & funeral service) Sheet. © Henderson-Lincoln Funeral Home, inc. (in notice: H-L Co.); 18Jan51; KK58398.

HENSEL GREEN AND COMPANY ©
Unitow industrial tractors; model 18 specifications. Sheet. (HG-18-5M-50) © 15Aug50; KK59422.

HEPWORTH MACHINE COMPANY, INC. ©
Electric motor drive centrifugals. Folder. (Bull. no. 511) © 15Jan51; KK58769.

HERCULES CHEMICAL COMPANY, INC. ©
Hercules R-D root destroyer. Label. © 10Apr51; KK62053.

Revolutionary root destroyer. (Root remover for clearing and preventing root-blocked sewers) Sheet. © 10Apr51; KK62052.

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As pragas do algodoeiro. (Toxaphene) 15 p. © 1Dec50; KK61033.

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Good-bye tape measure. Hello new Hero sales. Hero Measure Knit, the perfect knitting needles ... [From Notion and novelty review, Sept. 1950, p. 145] Sheet. © 2Sep50; KK59915.

HERSHEY CREAMERY COMPANY ©.
Hershey's ice cream. Label. © 15Mar51; KK61681.

HERUBIN, RICHARD FRANCIS ©
Seal plate. Silicone process. (Automobile polish) Label. © 14Mar51; KK60694.

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HETZLER, ROY M. ©
Make advertising sparkle with mat magic. [Artwork] (Advertising mats) 8 p. © 29Jan51; KK58694.

HEYDEN CHEMICAL CORPORATION ©
Antimicrobial activity of ten antibiotics. Folder. © 30Nov50; KK59613.

Heyden antibiotics. (Antibiotics) Folder. © 4Dec50; KK60830.

HEYWOOD-WAKEFIELD COMPANY ©.
Comfort is our business. [From Time, Jan. 8, 1951, p. 35] (Furniture) Sheet. © 4Jan51; KK57857.

Comfort is our business. Heywood-Wakefield. [From Time, Feb. 19, 1951, p. 67] (Furniture) Sheet. © 15Feb51; KK59041.

Comfort is our business. Heywood-Wakefield. [From Time, Mar. 12, 1951, p. 84] (Furniture) Sheet. © 8Mar51; KK59574.

HICKOK MANUFACTURING COMPANY ©
Twin profile initial; pick your initials for the Hickok belt buckle that won the 1951 Fashion Academy Gold Medal Award. [From Look, May 8, 1951, p. 102] (Belts, buckles, jewelry, wallets, suspenders) Sheet. © 8May51; KK62091.

HIGH ROCK GINGER ALE COMPANY OF BALTIMORE CITY ©
High Rock root beer. Label. © 4Jun51; KK62778.

HILLS BROTHERS COFFEE, INC. ©.
Make friends. (Coffee) Sheet. © 7Dec50; KK57844.

Make friends with Hills Bros friendlier flavor. (Coffee) Sheet.
[Can of coffee. From San Francisco news, Nov. 2, 1950] © 2Nov50; KK57456.
[Canasta scene. From San Francisco news, Nov. 16, 1950] © 16Nov50; KK57461.
[Dancing scene. From San Francisco news, Oct. 19, 1950] © 19Oct50; KK57458.
[Fireside scene. From San Francisco news, Nov. 9, 1950] © 9Nov50; KK57464.
[Hiking scene. From San Francisco news, Sept. 28, 1950, p. 19] © 28Sep50; KK57459.
[Kitchen scene. From San Francisco news, Oct. 12, 1950] © 12Oct50; KK57463.
[Piano scene. From San Francisco news, Nov. 20, 1950] © 20Nov50; KK57462.
[Picnic scene. From San Francisco news, Sept. 14, 1950] © 14Sep50; KK57460.
[Rumpus room scene. From San Francisco news, Sept. 21, 1950] © 21Sep50; KK57457.
[Wiener roast scene. From San Francisco Examiner, Sept. 7, 1950] © 7Sep50; KK57465.

HILLS BROTHERS COMPANY.
Dromedary corn muffin mix. Label. © The Hills Brothers Co.; 6Mar51; KK61206.

Dromedary cup cake mix. Label. © The Hills Brothers Co.; 26Feb51; KK61205.

HIRES (CHARLES E.) COMPANY.
Your guide to successful selling. Hires. (Root beer beverage and extract) Pamphlet. © The Charles E. Hires Co.; 22Jan51; KK59100.

HIRSH (S. A.) MANUFACTURING COMPANY ©.
The new Hirsh fully adjustable standard steel uprights. (Shelving supports) Folder. © 14Feb51; KK59050.

HOAGUE-SPRAGUE CORPORATION ©.
Advance creations. Advance Footwear Company. (Shoe boxes) Label. (A 190 AB) © 9Apr51; KK60588.

Beauties. (Shoe boxes) Label. (B-266AB) © 17May51; KK62195.

Crown work shoes. (Shoe boxes) Label. (C-1908) © 4Apr51; KK60331.

Decal's by Robert Lord. (Shoe boxes) Label. (D 747 A) © 25Jun51; KK63143.

Fashion Park beautiful shoes. (Shoe boxes) Label. (F-257AB) © 7Jun51; KK62865.

Happy Stride junior welt shoes. (Shoe boxes) Label. (H-127AB) © 6Jun51; KK62709.

Happy Stride shoes; junior welts. (Shoe boxes) Label. © 21May51; KK62244.

Hurd cushionized companions. (Shoe boxes) Label. (C-244AB) © 4Jun51; KK62710.

Jamborees. (Shoe boxes) Label. (J-83AB) © 30Jan51; KK58380.

Pickwick shoes. (Shoe boxes) Label. (P-1434) © 19Jul50; KK57090.

Princess quality; snug fit by quality craftsmen. (Shoe boxes) Label. (P-157AB) © 30Jan51; KK58379.

Science & health; scientifically constructed for healthy feet. (Shoe boxes) Label. (S-530AB) © 30Jan51; KK58378.

(Shoe boxes) Label. (F-255AB) © 7Feb51; KK58607.

Siegel's better shoes. (Shoe boxes) Label. (S-545AB) © 27Feb51; KK59223.

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HOBEN CANDY CORPORATION ©.
Hoben's Jandy candy. Label. © 15Jun51; KK62879.

HOFFMAN BEVERAGE COMPANY ©.
Honest-to-goodness flavor. [Featuring cherry soda] (Soft drink) Sheet. © 26Apr51; KK61496.

Honest-to-goodness flavors! Hoffman real fruit orange is made with real oranges... (Soft drink) Sheet. © 1Mar51; KK60853.

The importers of John Begg scotch recommend Hoffman club soda as the finest mixer for a perfect highball. [From the New Yorker, Feb. 3, 1951, p. 79] Sheet. © 1Feb51; KK58686.

The importers of Peter Dawson Scotch recommend Hoffman club soda. [From New Yorker, Mar. 17, 1951, p. 75] Sheet. © 17Mar51; KK59666.

The importers of Queen Anne Scotch recommend Hoffman Club Soda as the finest mixer for a perfect highball. Sheet. © 10May51; KK62190.

The importers of Teacher's Highland Cream recommend Hoffman club soda as the finest mixer for a perfect highball. [From the New Yorker, Feb. 17, 1951, p. 59] Sheet. © 15Feb51; KK58687.

The importers of White Horse recommend Hoffman club soda. [From the New Yorker, Apr. 14, 1951, p. 109] Sheet. © 14Apr51; KK60823.

Make this amazing 48 hour sparkle test. (Soft drink) Sheet.
[Bottle] © 22Mar51; KK60854.
[Two glasses] © 29Mar51; KK60855.

The makers of Imperial whiskey recommend Hoffman club soda, ginger ale. Sheet. © 7Jun51; KK62734.

Why Hoffman is the finest for your family. [Featuring raspberry soda] Sheet. © 5Apr51; KK60856.

HOFFMANN, Harri & Herta Hoffmann, composing a co-partnership, Harri Hoffmann Company. SEE Hoffmann (Harri) Company.

HOFFMANN (HARRI) COMPANY.
Hoffco. Shoe dressing. Label. © Harri Hoffmann Co., a co-partnership composed of Harri Hoffmann & Herta Hoffmann; 24Mar51; KK60074.

HOLDEN, FLORENCE AMELIA ©.
Souvenir of friendship. (Paperweight) Label. © 16Mar51; KK61127.

HOLLAND (REGINALD H.) INC. ©.
The circle widens, Mr. Saxe. Du Pont Bitewing. (X-ray film) Sheet. © 5Mar51; KK60631.

Here is teamwork ... the closest harmony between the research, production and marketing groups. (Dental X-ray film) Sheet. © 5Mar51; KK59482.

It's a good pack ... [with] Pull-A-Tab covering. (Dental x-ray film) Sheet. © 13Feb51; KK58679.

Mr. Saxe, there's only one way to judge. Amm-i-dent. (Ammoniated dentrifice) Sheet. © 26Feb51; KK59190.

Mr. Saxe, this business of the average. Amm-i-dent. (Dentrifice) Sheet. © 10Apr51; KK61461.

Moving story for Mr. Saxe. (X-ray film) Sheet. © 18Dec50; KK57183.

Pull a tab, Mr. Saxe. Du Pont dental X-ray film. Pull-A-Tab. Sheet. © 15Jan51; KK57950.

Such is fame. Amm-i-dent. (Ammoniated dentifrice) Sheet. © 5Feb51; KK58680.

We cannot escape history, Mr. Saxe. Amm-i-dent. (Ammoniated dentifrice) Sheet. © 18Dec50; KK57184.

What next? Mr. Saxe. It's a complicated world. (Electrical products) Sheet. © 16Jan51; KK57949.

You'll recognize synergism, Mr. Saxe. Amm-I-Dent, inc. (Ammoniated dentifrice) Sheet. © 16Jan51; KK57951.

You're the star, doctor. (Ammoniated dentifrice) Sheet. © 7May51; KK61660.

HOLLYMADE HARDWARE MANUFACTURING COMPANY ©.
Hollymade hardware; self-aligning cylindrical locks. (Lockset hardware items) Sheet. © 8May51; KK62133.

HOLLYWOOD Brands, inc., d.b.a. Hollywood Candy Company. SEE Hollywood Candy Company.

HOLLYWOOD CANDY COMPANY.
Butter-nut TV. (Candy) Label. © Hollywood Brands, inc., d.b.a. Hollywood Candy Co.; 1Mar51; KK59177.

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HOLMES and Edwards Division, The International Silver Company. SEE International Silver Company. Holmes and Edwards Division.

HOLLY HOLDER COMPANY.
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HOLSUM BREAD COMPANY ©.
Enriched Betsy Ross white bread. Label. © 20Mar51; KK59936.

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Drive home more profits with a Holt magnetic feed hand driven automatic nailer. Sheet. (HAN-1-51) © 9Jan51; KK57412.

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Distinction; the exquisite new sculptured pattern by Prestige. [From House & garden, June 1951, p. 24-25] (Silverware) Sheet. © 1Jun51; KK62737.

I took a summer job that pays off the year round. Being a Silver Counselor ... [From What's new in home economics, Apr. 1951, p. 20] Sheet. © 1Apr51; KK60466.

We wouldn't swap jobs with anybody. [From Life, Jan. 8, 1951, p. 49] (Silverware) Sheet. © 8Jan51; KK59036.

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Every day more brides are choosing their silver the wonderful silver counselor way. Prestige. [From Modern bride, Spring, 1951, p. 20-21] Sheet. © 15Feb51, KK59034.

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Picture of perfect taste. There's no finer silver than State House Sterling. [From Town and country, Dec. 1950, p. 112-113] Sheets. © 1Dec50; KK60483.

Someday soon it will be you. [From Seventeen, Apr. 1951, p. 72-73] (Silverware) Sheet. © 1Apr51; KK60346.

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Homer Quips. [House body. From the Commercial appeal, Memphis, Sept. 11, 1950, p. 24] (Home equipment) Sheet. © 11Sep50; KK57589.

Homer Quips. [Ice cube body. From Memphis press-scimitar, Sept. 22, 1950, p. 10] (Home appliances) Sheet. © 22Sep50; KK57588.

HOME STUDY SCHOOL OF CERAMICS ©.
How you can learn to make pottery, ceramics and jewelry for pleasure and profit. (Ceramic lessons and supplies) 15 p. © 17Nov50; KK57498.

HOMEMADE HARVEST PRODUCTS ©.
Harvest Delight. (Pumpkin marmalade) Label. © 19Nov49; KK58046.

HOMES, INC. ©.
Ceil Heat electric radiant heating cable. Folder. (660A) © 23Mar51; KK60395.

Ceil Heat electric radiant heating cable when installed by these instructions performs best. Sheet. © 22Feb51; KK62388.

Ceil-Heat floor installation. (Heating cables) Sheet. (660-B) © 23Mar51; KK60394.

Ceil Heat, new invisible electric radiant ceiling heating. Folder. (660) © 13Mar51; KK60001.

HOMESPUN VALLEY.
Hand-woven linens from Homespun Valley in the great Smoky Mountains. Label. © William C. Postlewaite and Gretchen H. Postlewaite, d.b.a. Homespun Valley; 22Mar51; KK60657.

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Light's out, flavor's in. Hormel bacon. Sheet. © 2Nov50; KK59676.

HORNUNG (JACOBS) BREWING COMPANY ©.
Hornung. Easter Bock beer. Label. © 19Dec50; KK57879.

Tastiest beer in town. Hornung. [3 colors, blue, cream and bronze can display] Poster. © 29Jun51; KK62936.

HOSKINS MANUFACTURING COMPANY ©.
Aids to better coiling. Chromel nickel chromium wire. 15 p. © 1Mar51; KK61162.

HOSMER, H. W. ©.
Inject-ta-line; wet water proportioner for controlled feeding of Solvoid Fire Wet into water lines. Sheet. © 1May51; KK62289.

HOUSE OF PEER.
Peer Mint. (Beverage) Label. © House of Peer, Jacob H. Peer, sole owner; 22Mar51; KK60772.

HOUSTON, ROBERT A. ©.
U. S. miscellaneous issues, Stampix puzzle no. 4. [Pictorial box top design] (Philatelic jig-saw puzzle) Label. © 31Oct50; KK57617.

United States air mails, Stampix puzzle no. 3. [Pictorial box top design] (Philatelic jig-saw puzzle) Label. © 31Oct50; KK57614.

United States commemoratives, Stampix puzzle no. 1. [Pictorial box top design] (Philatelic jig-saw puzzle) Label. © 31Oct50; KK57616.

United States regular issues, Stampix puzzle no. 2. [Pictorial box top design] (Philatelic jig-saw puzzle) Label. © 31Oct50; KK57615.

HOWE-ANDERSON BAKERS.
Ruf crushed wheat bread. Label. © Howe-Anderson Bakers, Incorporated as Howe-Anderson Company; 1Apr49; KK62835.

HOWELL COMPANY.
For many cheerful tomorrows. Chromsteel. [From Modern bride, Fall 1950, inside front cover] (Dinette set) Sheet. © The Howell Co.; 15Jul50; KK57406.

HUDEPOHL BREWING COMPANY.
Here you taste it. Hudepohl. [From Cincinnati post, May 28, 1951, p. 26] (Beer) Sheet. © The Hudepohl Brewing Co.; 28May51; KK62328.

How about you? How about now? Hudepohl beer. [From the Cincinnati post, May 9, 1951, p. 18] Sheet. © The Hudepohl Brewing Co.; 9May51; KK61941.

How about you? How about now? Hudepohl beer. [From the Palladium-Item, Richmond, Ind., May 9, 1951, p. 11] Sheet. © The Hudepohl Brewing Co.; 9May51; KK62056.

Is there really a golden difference? Hudepohl beer. [From the Greenville advocate, Greenville, Ohio, June 20, 1951, p. 8] Sheet. © The Hudepohl Brewing Co.; 20Jun51; KK63133.

It's too good to miss. Hudepohl beer. [From the Cincinnati enquirer, Apr. 11, 1951, p. 10] Sheet. © The Hudepohl Brewing Co.; 11Apr51; KK60820.

It's too good to miss. Hudepohl beer. [From the Cincinnati times-star, June 13, 1951, p. 23] Sheet. © The Hudepohl Brewing Co.; 13Jun51; KK62855.

It's too good to miss; just taste the golden difference in golden Hudepohl. [From the Palladium-Item, Richmond, Ind., Apr. 11, 1951, p. 22] (Beer) Sheet. © The Hudepohl Brewing Co.; 11Apr51; KK60800.

It's too good to miss, just taste the golden difference in golden Hudepohl. [From the Youngstown vindicator, Youngstown, Ohio, June 13, 1951, p. 6] (Beer) Sheet. © The Hudepohl Brewing Co.; 13Jun51; KK62871.

What are you waiting for? Hudepohl. [From Cincinnati enquirer, May 23, 1951, p. 9] (Beer) Sheet. © The Hudepohl Brewing Co.; 23May51; KK62336.

Why should you miss out? Hudepohl beer. [From the Cincinnati post, May 2, 1951, p. 10] Sheet. © The Hudepohl Brewing Co.; 2May51; KK61719.

Why should you miss out? Hudepohl beer. [From the Greenville advocate, Greenville, Ohio, May 2, 1951, p. 8] Sheet. © The Hudepohl Brewing Co.; 2May51; KK61825.

Why wait? Join the gold rush. Hudepohl beer. [From the Cincinnati times-star, Apr. 18, 1951, p. 8] Sheet. © The Hudepohl Brewing Co.; 18Apr51; KK61000.

Why wait? Join the gold rush. Hudepohl beer. [From the Palladium-Item, Richmond, Ind., Apr. 18, 1951, p. 3] Sheet. © The Hudepohl Brewing Co.; 18Apr51; KK61323.

HUDSON (H. D.) MANUFACTURING COMPANY ©.
Hudson Admiral duster no. 766. (Hand duster) Label. © 31Mar51; KK61956.

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Huffy-Byke ad mats. (Bicycles) Folder. © The Huffman Manufacturing Co.; 23Feb51; KK59394.

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Huffy, electric power, Mower; model 51-16. (Lawn mowers) Envelope. © The Huffman Manufacturing Co.; 22Dec50; KK58656.

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Huffy-Mainliner bicycles. Sheet. © The Huffman Manufacturing Co.; 9Feb51; KK59250.

Huffy wheel goods, featuring Huffy-Bykes and Huffy-Convertibles. (Bicycles) Pamphlet. © The Huffman Manufacturing Co.; 15Feb51; KK59251.

HUGÉ COMPANY, INC.
The Excelcide system; an achievement in plant sanitation. (Insecticides) Pamphlet. © The Hugé Co., inc.; 15Feb51; KK61030.

HUMANIA HAIR GOODS AND SPECIALTY COMPANY ©.
Your crowning beauty: lovely alluring hair creations by Humania. 53 p. © 30Jan51; KK59962.

HUNT (RODNEY) MACHINE COMPANY ©.
Operating instructions for Rodney Hunt Becco type J-box. 13 l. © 26Apr51; KK61632.

Operating instructions for Rodney Hunt DuPont type J box. Folders. © 2Feb51; KK58399.

Operating instructions for Rodney Hunt rope saturator. 1 v. © 16Apr51; KK61212.

Operating instructions for Wring-Master extractor. 13 p. © 1Mar51; KK59579.

Rodney Hunt news. (Industrial rolls)
Jan. 1951. © 29Jan51; KK58111.
May 1951. © 8May51; KK61631.
June 1951. © 13Jun51; KK63135.

Rodney Hunt Scutchers. Bulletin 50. Sheet. © 25Jan51; KK58177.

Shaf-tite stainless steel rolls. 6 p. (Bull. no. 20) © 5Jan51; KK57286.

Turba-Film evaporator. 11 p. (Bull. P-151) © 20Mar51; KK60718.

HUNTING'S GUN SHOP ©.
Instructions for fitting single triggers in Parker double guns. Pamphlet. © 25May51; KK62253.

HUTCHINS MANUFACTURING COMPANY, INC. ©.
Hutchins Kar-Krown chart; the Krown line of Crowns and partial body replacement panels. (Auto body parts) Sheet. © 14May51; KK62496.

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Sweets to the sweet is a saying ... [Valentine box cover] (Candies and confections) Label. © 5Jan51; KK57548.

To my sweetheart ... [Valentine box cover] (Candies and confections) Label. © 5Jan51; KK57549.

HYGEIA MILK PRODUCTS COMPANY ©.
Nuttie Nibble by Hygeia. (Frozen confection bar) Label. © 17Jun51; KK62942.

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Sani-Flush fragrant toilet bowl cleaner. Label. © The Hygienic Products Co.; 20Mar51; KK60774.

HYTRON RADIO AND ELECTRONICS CORPORATION ©.
For studio-matched pictures. Hytron. [From Life, Mar. 12, 1951, p. 2] (Television picture tubes) Sheet. © 9Mar51; KK59428.

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ICCO CHEESE COMPANY, INC. ©.
ICCO; grated imported parmesan ... cheese. Label. © 2Dec50; KK58743.

ICE CREAM NOVELTIES, INC. ©.
Donald Duck Fudgi-Frost chewy, tasty, fudgy. (Frozen confections) Sheet. © 2Apr51; KK61698.

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A frozen delight Pluto delicious chocolate covered ice cream. Sheet. © 2Apr51; KK61699.

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Blue Circle Lax-O-Gas. (Petroleum fuel additive) Label. © 15Feb51 (in notice: 50); KK61126.

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ILLINOIS GLASS COMPANY. Libbey Glass Division ©.
Every meal a party. Use Libbey's practical stemware, practically priced. [From Life, Apr. 10, 1950, p. 80] Sheet. © 7Apr50; KK61517.

ILLINOIS Watch Case Company, d.b.a. Elgin American. SEE Elgin American.

IMPERIAL FUR RANCH ©.
The romance of Imperial Chinchilla. 29 p. © 22Mar51; KK61027.

IMPERIAL WAYSIDE FURNITURE COMPANY ©.
Something worth framing. Imperial furniture, rugs, gifts. Folder. © 23Oct50; KK59248.

INCINERATOR PRODUCTS COMPANY ©.
Look to IPC, Incinerator Products Company. Folder. (26a/1) © 31Oct50; KK57628.

Model 14S Chore Boy domestic incinerator. Sheet. © 29Sep50; KK57627.

INDIAN RIVER POULTRY FARM, INC. ©.
Indian River Cross Baby Beef Broilers calendar 1951. (Poultry) Poster. © 30Nov50; KK58879.

INDIANA BEARINGS, INC. ©.
Oilite bronze bearing prices. Section 2, catalog 511. 19 p. © 2Jan51; KK58615.

INFORMATION SERVICE.
Card of friendship. (Cards) Folder. (2-1.5 rev.) © Thomas W. Ryan, d.b.a. Information Service; 20Jan51 (in notice: 1950); KK60071.

INGERSOLL Products Division, Borg-Warner Corporation. SEE Borg-Warner Corporation. Ingersoll Products Division.

INGERSOLL-RAND COMPANY ©.
Here's the distinctively new Ingersoll-Rand, multi-stage centrifugal pump. 4 p. (7237) © 18Oct50; KK57042.

SVG gas-engine driven compressors. Pamphlet. (3128) © 6Dec50; KK57201.

INLAND EMPIRE DAIRY ASSOCIATION ©.
Directions for assembling Darigold express caboose. (Butter) Label. © 29Dec50; KK57883.

Directions for assembling Darigold express coal car. (Butter) Label. © 29Dec50; KK57886.

Directions for assembling Darigold express freight car. (Butter) Label. © 29Dec50; KK57884.

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Directions for assembling Darigold express refrigerator car. (Butter) Label. © 29Dec50; KK57885.

INLAND MANUFACTURING CORPORATION ©.
Tractall's special bonus offer. (Toy tractor) Folder. © 1May51; KK61493.

INLAND STEEL COMPANY ©.
How to conduct "In Our Hands" discussion meetings. 11 p. © 1Oct50; KK57468.

INSULATION MANUFACTURERS CORPORATION ©.
Beat the heat with Dieflex Silicone-Glass. (Electrical insulation materials) Sheet. (Bull. no. 250) © 3Apr51; KK60977.

For high class H temperatures, flat insulation parts of Macallen Silicone bonded mica segment plate. (Electrical insulation) Sheet. (Bull. 511) © 24Apr51; KK62085.

410° F. for 7 years. Dow Corning. (Insulation varnishes) Folder. (Bull. no. 680A) © 4Apr51; KK60978.

Heat resistant Vartex. (Electrical insulating materials) Folder. (Bull. no. 750) © 4Apr51; KK60981.

Inmanco formed fibre wedges. Sheet. (Bull. no. 441) © 3Jan51; KK58276.

Inmanco hard maple wood wedges. Folder. (Bull. no. 280) © 3Jan51; KK58277.

Insulation classes. (Electrical insulation) Folder. (Bull. no. 880) © 12Apr51; KK60979.

Use extra strong Class H Imcor Silicone-Glass tying cord. Sheet. (Bull. no. 400) © 3Apr51; KK60980.

Use Macallen Silicone bonded flexible mica for heat stable, easy-to-handle, flexible class H insulation. (Electrical insulation) Sheet. (Bull. 527) © 24Apr51; KK62084.

INTERCHEMICAL CORPORATION. Coated Products Division ©.
The home furnishings reporter. (Pine Tree Standard oilcloth) Sheet.
June 15, 1951. © 29May51; KK62743.
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Compare tissues, compare boxes, there is only one Kleenex. [Little Lulu on trapeze using magnifying glass on large box Kleenex. From Chicago stagebill, May 6, 1951, p. 9] Sheet. © 6May51; KK62557.

Little Lulu. (Kleenex tissues)

Timely tips by Little Lulu. [From Look, Mar. 13, 1951, p. 80] Sheet. © 27Feb51; KK59677.

Timely tips by Little Lulu. [From Modern romances, May 1951, p. 13] Sheet. © 10Apr51; KK61087.

Your best buy in tissues, Kleenex. [Little Lulu beside fence] Poster. © 1Apr51; KK60063.

No blow too big for Kleenex. [Elephant sneezing. From Chicago stagebill, Oct. 1, 1950, p. 11] © 1Oct50; KK57156.

Sneezin's greetings from Kleenex tissues. [Lulu offering Kleenex to sneezing lady] © 25Nov50; KK57582.

Timely tips, by Little Lulu. [From the Saturday evening post, Feb. 24, 1951, p. 114] Sheet. © 21Feb51; KK59344.

Timely tips by Little Lulu. [From Look, Dec. 19, 1950, p. 17] Sheet. © 19Dec50; KK58493.

Timely tips, by Little Lulu. [Six small illus: Little Lulu, baby bathing; woman putting on make-up; etc. From the Saturday evening post, Feb. 24, 1951, p. 114] Sheet. © 21Feb51; KK59344.

On the QT. Quick tips on how to sell Kotex and Kleenex. Pamphlet. (M-191) © 10Mar51; KK59678.

Only Kleenex serves one at a time. [Large box of Kleenex and Little Lulu. From Chicago stagebill, Jan. 8, 1951, p. 11] (Tissues) Sheet. © 8Jan51; KK57726.

INTERNATIONAL HARVESTER COMPANY ©.
Consumer education series. (International Harvester freezers) Sheet.

Lesson plan no. 1. Essentials of proper packaging in home freezing. [From What's new in home economics, Feb. 1951, p. 22] © 1Feb51; KK59187.

Lesson plan no. 2. How to package meats and poultry for home freezing. [From What's new in home economics, Mar. 1951, p. 138] (4039) © 1Mar51; KK59340.

Dayton's largest adds the finest. International Harvester refrigerators. [From Retailing daily, Apr. 24, 1951, p. 44] Sheet. © 24Apr51; KK61863.

Home management series. (International Harvester freezers) Sheet.

Lesson plan no. 1. Ways to use a freezer. [From What's new in home economics, Sept. 1950, p. 109] (2399) © 1Sep50; KK59341.

Lesson plan no. 2. Planning the freezer load. [From What's new in home economics, Nov. 1950, p. 92] (2583) © 1Nov50; KK59314.

Lesson plan no. 3. Rotating the freezer load. [From What's new in home economics, Dec. 1950, p. 81] (2808) © 1Dec50; KK59313.

Lesson plan no. 4. Menu planning with a home freezer. [From What's new in home economics, Jan. 1951, p. 99] © 1Jan51; KK59182.

International Harvester presents 1951 refrigerators in 7 great new models. [From the Saturday evening post, Jan. 20, 1951, p. 14-15] Sheets. © 20Jan51; KK58828.

International Harvester refrigerator model HA-74. Sheet. (CR-61-A) © 10Jan51 (in notice: 1950); KK61782.

International Harvester refrigerator model HA-82. Sheet. (CR-62) © 10Jan51 (in notice: 1950); KK61783.

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International Harvester refrigerator model HA-92. Sheet. (CR-65-A) © 10Jan51 (in notice: 1950); KK61786.

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International Harvester refrigerator model UA-95. Sheet. (CR-60-A) © 10Jan51 (in notice: 1950); KK61790.

International Harvester refrigerator recipes. Folder (1005 043 R2) © 10Jan51; KK61781.

International Harvester refrigerators. 1951. [Catalog] 7 p. (CR-58-A) © 10Jan51 (in notice: 1950); KK61788.

International Harvester refrigerators they're femineered. Folder. (CR-56-A) © 10Jan51 (in notice: 1950); KK61787.

Most exciting development in refrigerators since ice cubes. Color-keyed to kitchens. International Harvester. [From Retailing daily, Mar. 21, 1951, p. 40] Sheet. (4239) © 21Mar51; KK60168.

New, and years ahead, International Harvester refrigerators. [From the Saturday evening post, Mar. 17, 1951, p. 115] Sheet. © 17Mar51; KK59615.

Now, refrigerators add to kitchen color-schemes. 1951 International Harvester refrigerators are color-keyed to kitchens. [From What's new in home economics, Apr. 1951, p. 36] Sheet. © 1Apr51; KK60167.

Only International Harvester makes refrigerators like these. Folder. (CR-57-A) © 10Jan51; KK61780.

Untying apron strings in kitchens all over America. 3 great new home freezers by International Harvester. [From Electrical merchandising, Aug. 1950, p. 84] Sheet. (2301) © 1Aug50; KK59770.

Your outstanding plus for '51. International Harvester. [From Electrical merchandising, Apr. 1951, p. 86-87] (Refrigerators) Sheet. © 1Apr51; KK60550.

Your outstanding plus for '51. International Harvester refrigerators color-keyed to kitchens. [From Western radio & appliances, Apr. 1951, p. 13] Sheet. © 1Apr51; KK60551.

Yours for years and years. International Harvester refrigerators. [From Ladies' home journal, Apr. 1951, p. 175] Sheet. © 1Apr51; KK61067.

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Another Playtex first. Latex pillows. Sheet. © 14Mar51; KK61769.

Announcing Playtex Dryper. Now, to help guard your baby's health and comfort. [From Lakewood (N. J.) daily times, Feb. 23, 1951, p. 3] (Disposable diaper pads) Sheet. © 23Feb51; KK58827.

Announcing Playtex Dryper; sanitary snowy-white diaper pads. [From Lakewood daily times, Feb. 23, 1951, p. 3] Sheet. © 23Feb51; KK59181.

Another reason why more women buy Playtex Girdles ... Poster. © 25Jan51; KK58283.

Build your volume with new money. Playtex. (Pillows) Folder. © 25May51; KK62255.

Ceil Chapman ... tells how to look slimmer with new Playtex Fab-Lined girdle. [From Look, Mar. 13, 1951, p. 2] Sheet. (131-L8013) © 27Feb51; KK59455.

Cool, invisible Playtex Pink-Ice; the only girdle in the world with 7 heavenly summer blessings. Sheet. © 27Apr51; KK61994.

54 million women will see this powerful Playtex girdle advertisement ... Sheet. © 16Apr51; KK61768.

For the years ahead: Only the famous Playtex pillow gives you restful, healthful sleep like this. [From Life, June 4, 1951, p. 73] (Rubber foam pillow) Sheet. © 1Jun51; KK62974.

For the years ahead: Only thre famous Playtex pillow gives you restful, healthful sleep like this. [From Look magazine, June 5, 1951] (Rubber foam pillows) Sheet. © 22May51; KK62559.

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The greatest repeat item in infantswear, Playtex Dryper. (Disposable diaper pads) Sheet. © 3Apr51; KK61766.

Guard your baby's health and comfort with Playtex baby needs. Baby pants, Drypers. Sheet. © 23May51; KK62403.

Here's how to have a slim, lovely figure, says Anne Taylor ... Invisible Playtex girdles. [From Seventeen, June 1951, p. 25] Sheet. © 1Jun51; KK62558.

Insist on Playtex, world's only pillow with the Gold Seal guarantee. [From Life, May 7, 1951, p. 27] (Rubber foam pillow) Sheet. © 4May51; KK62026.

Invisible Playtex living girdle gives more figure control with greater freedom of action. [From Look, Mar. 13, 1951, p. 2] Sheet. © 27Feb51; KK59453.

Make your figure a fashion figure ... Playtex Fab-Lined girdle. Sheet. (G204) © 9Feb51; KK58671.

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More doctors' babies wear Playtex baby pants than any other kind. [From Parents' magazine] Sheet.
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New Playtex fab-lined girdle. [From Life, Apr. 23, 1951, p. 75] (Latex girdle) Sheet. © 20Apr51; KK61348.

New Playtex Fab-Lined girdle. [From Look, Apr. 10, 1951, p. 9] Sheet. © 27Mar51; KK60286.

New Playtex Fab-Lined girdle. First new kind of girdle in 11 years. [From Life, Mar. 19, 1951, p. 19] Sheet. © 16Mar51; KK59897.

New poured-in silhouette gives designers 5 new reasons to recommend invisible Playtex pink-ice. [From Life, Jan. 22, 1951, p. 7] (Latex girdle) Sheet. © 19Jan51; KK57749.

Now customers buy pillows on proof instead of "claims", Playtex. Sheet. © 6Apr51; KK61770.

On TV presented by Playtex. Fashion Magic. (Girdle) Sheet. © 9Mar51; KK59679.

Playtex baby needs; guard your baby's health and comfort. Dryper pads and panties, baby oil powder cream, bibs and sheets. Sheet. © 4Jun51; KK62404.

Playtex beach and shower caps. Label. © 13Jun51; KK63078.

Playtex Dress-eez baby pants. Label. © 16Mar51; KK60090.

Playtex Dryper. Clean, snowy-white ... (Disposable diaper pads) Sheet. (B58) © 16Feb51; KK60280.

Playtex Dryper. Here they are. (Disposable diapers) Sheet. (B57) © 16Feb51; KK60279.

Playtex Dryper; the modern, easy, safer diapering method helps prevent diaper rash. (Disposable diaper pads) Sheet. © 19Apr51; KK61765.

Playtex Fab-Lined girdles. Card. (P194) © 30Mar51; KK60277.

Playtex gives a slender new figure in new comfort. (Latex girdles) Sheet. © 16Mar51; KK61767.

Playtex guarantees you the best sleep of your life, or your money back. (Latex pillows) Sheet. © 20Apr51; KK62046.

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The Playtex pillow. Sweet dreams for your first sweetheart. Give her the Playtex pillow. Superfoam. Sheet. © 1May51; KK61763.

Playtex Pink-Ice. [Streamer] (Latex girdles) Sheet. © 15May51; KK62047.

Playtex Pink Ice girdle ... makes you inches slimmer, trimmer in cool comfort. Sheet. © 22Feb51; KK63077.

Playtex Pink-Ice girdles. Card. (P-195) © 30Mar51; KK60278.

Playtex Pink-Ice takes the simmer out of summer. [Broadside] (Latex girdles) Sheet. © 4May51; KK62048.

Playtex Pink-Ice takes the simmer out of summer, gives you daily fashion tie-in sales. (Women's girdles) Broadside. © 9Jun51; KK63076.

Playtex Superfoam pillow. Gold Seal guarantee. Label. © 31Jan51; KK58884.

Playtex Superfoam pillow; Gold Seal guarantee. Sheet. © 31Jan51; KK59296.

Playtex Superfoam pillow. Streamer. © 17Apr51; KK62045.

Playtex swim and shower caps. Label. © 13Jun51; KK63079.

Playtex, the sleepingest pillow in the world. [From Look, Mar. 27, 1951, p. 7] Sheet. © 13Mar51; KK59755.

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Playtex, the sleepingest pillow in the world now gives you this 8 point guarantee. [*From* Life, Mar. 26, 1951, p. 11] Sheet. © 23Mar51; KK60059.

Playtex, world's largest selling baby pants. [*From* N. A. R. D. journal, Mar. 5, 1951, p. 392] Sheet. © 5Mar51; KK59753.

Playtex, world's only money-back guarantee baby oil, powder and cream. [*From* N. A. R. D. journal, Feb. 19, 1951, p. 315] Sheet. © 19Feb51; KK59754.

Promotion plans; product calendar. (Girdles, baby needs, latex pillows, ...) Sheet.
Jan. 1951. © 29Nov50; KK57099.
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July 1951. © 11May51; KK62043.

Promotional plan Playtex girdles. Buyer's copy. Sheet. © 27Apr51; KK61764.

Proof from the laboratories of United States Testing Co. Invisible Playtex Living girdle gives more figure control. [*From* Life, Feb. 19, 1951, p. 45] Sheet. © 16Feb51; KK59031.

The summer blessings of Playtex Pink-Ice. [Sales clerk manual] (Latex girdles) Sheet. © 27Apr51; KK61772.

Take the simmer out of summer; for cool comfort, slimness-in-action, top designers suggest you wear invisible Playtex Pink-Ice. [*From* Life, May 21, 1951, p. 9] (Latex girdles) Sheet. © 18May51; KK62153.

Take the simmer out of summer with cool invisible Playtex Pink-Ice. (Women's girdles) Sheet. © 22May51; KK62405.

30-day trial offer on Playtex Superfoam pillows. Mandel Bros. [table tents] Card. © 11May51; KK62044.

Why no gift compares with the gift of sleep; learn why no pillow compares with Playtex, the sensational foam pillow that gives deep, restful sleep to everyone in the family. [*From* Life, Dec. 4, 1950, p. 3] Sheet. © 1Dec50; KK63025.

World's greatest designers praise Playtex, world's largest selling girdles. [*From* New York times magazine, Feb. 25, 1951, p. 2] Sheet. © 25Feb51; KK59751.

You'll look inches slimmer and trimmer ... Playtex Fab-Lined girdle. Sheet. (G206) © 9Feb51; KK58670.

You'll see the difference a lovely figure makes, says Mary Hatcher. [*From* Seventeen, Apr. 1951, p. 25] (Invisible playtex girdles) Sheet. © 1Apr51; KK60678.

Your figure is your future says Geraldine Brooks. [*From* Seventeen, Feb. 1951, p. 25] (Latex girdles; Playtex) Sheet. © 1Feb51; KK58428.

INTERNATIONAL NICKEL COMPANY, INC.

Whether you go by bus, or by train, or by plane ... INCO nickel. [*From* Farm journal, June 1951, p. 43] Sheet. © 21May51; KK62706.

Whether you're a new mother or a new baby or a new father, you have an unseen friend in nickel. [*From* Farm journal, Mar. 1951, p. 49] (Nickel products) Sheet. © The International Nickel Co., inc.; 19Feb51; KK59053.

Whether you're fighting dust, or fighting floods, or fighting forest fires, you have an Unseen Friend in nickel. [*From* Farm journal, May 1951, p. 131] (Nickel and nickel products) Sheet. © The International Nickel Co., inc.; 16Apr51; KK61606.

The whole island swept away; yet they didn't give up the search. [*From* Farm journal, Feb. 1951, p. 85] (Nickel and nickel products) Sheet. © The International Nickel Co., inc.; 22Jan51; KK58412.

INTERNATIONAL PAPER COMPANY ©.

Osborn Dairy pasteurized homogenized milk. (Milk container) Label. © 28May51; KK62614.

Paper and free enterprise. Industry. July 1951. Container Division. (Paper) Card. © 14Jun51; KK62861.

Paper and free enterprise. Religion. June 1951. [Container division plant locations] (Paper) Card. © 18May51; KK62836.

Printing processes. Offset. (Paper) Card.
June 1951. Preparation of copy. © 18May51; KK62837.
July 1951. Preparation of plates. © 14Jun51; KK62862.

INTERNATIONAL SILVER COMPANY ©.

All silverplate is alike, Holmes & Edwards is different. [*From* National jeweler, Jan. 1951, front cover] Sheet. © The International Silver Co. Holmes & Edwards Division; 10Jan51; KK57684.

Be prepared for big bridal business. Rogers Sterling. [*From* Jewelry magazine, Apr. 1951, p. 4 of cover] (Table silver) Sheet. © The International Silver Co.; 2Apr51; KK61413.

The beautiful new Rogers sterling pattern, Old Charleston. [*From* Bride's magazine, Summer 1951, p. 26] (Table silver) Sheet. © The International Siver Co.; 1May51; KK61342.

Birmingham teen-agers choose their favorite International Sterling patterns. [*From* Seventeen, Aug. 1950, p. 5] (Silverware) Sheet. (201) © The International Silver Co.; 1Aug50; KK63004.

Blossom Time and Brocade; breathtaking beauties, both of them. International Sterling. [*From* Farm journal, Nov. 1950] (Silverware) Sheet. (200A) © The International Silver Co.; 16Oct50; KK59009.

Choose 1847 Rogers Bros. It's still the thing to own. [*From* Look, Oct. 10, 1950] (Silverware) Sheet. (221) © The International Silver Co.; 26Sep50; KK63003.

The Christmas way to say my darling. [*From* Ladies home journal, Dec. 1950, p. 90] (Silverware) Sheet. (225) © The International Silver Co.; 29Nov50; KK60899.

Daffodil, 1847 Rogers Bros. brings you a joyous new pattern. [*From* Ladies' home journal, Oct. 1950, p. 88-89] (Silverware) Sheet. (217) © The International Silver Co.; 29Sep50; KK59845.

Display and sell Old Charleston. [*From* Jewelry magazine, June 1951, p. 4 of cover] (Silverware) Sheet. © The International Silver Co.; 3Jun51; KK62741.

Fashion-wise Madison teens choose their favorite International Sterling patterns. [*From* Seventeen, Feb. 1, 1951, p. 3] Sheet. (215) © The International Silver Co.; 1Feb51; KK61105.

The finest silverplate, the loveliest patterns. Holmes & Edwards sterling inlaid silverplate. [*From* Life, May 7, 1951, p. 51] Sheet. © 4May51; KK61667.

For you. Full mark-up for full profi [*From* National jeweler, Dec. 1950] (Sterling silver inlaid) Sheet. © 10Dec50; KK57105.

Holmes & Edwards introduces the most enchanting pattern of our times. May Queen. [*From* Glamour, Apr. 1951, p. 104] (Sterling silver inlaid) Sheet. © 22Mar51; KK61345.

Holmes & Edwards introduces the most enchanting pattern of our times. May Queen. Sterling inlaid silverplate. [*From* Mademoiselle, May 1951, p. 88] Sheet. © 29Apr51; KK61422.

How to make a line attractive. Holmes & Edwards sterling inlaid silverplate. [*From* National jeweler, June 1951, cover] Sheet. © The International Silver Co.; 8Jun51; KK62820.

It all began with a teaspoon. International sterling. [*From* Seventeen, Mar. 1951, p. 3] (Silverware) Sheet. (217) © The International Silver Co.; 1Mar51; KK61103.

It was love at first sight. [*From* National jeweler, Apr. 1951, cover] (Silver inlaid) Sheet. © The International Silver Co.; 10Apr51; KK61240.

Look what you get for only $8.06. 6 piece place setting in the loveliest of all silverplate. [*From* Life, Apr. 16, 1951, p. 153] (Sterling silver inlaid) Sheet. © 13Apr51; KK61346.

The loveliest patterns in silverplate. Holmes & Edwards. [*From* the Bride's magazine, spring 1951, p. 56] Sheet. © 15Feb51; KK61421.

Miracle bait, and it pulls them up to this. [*From* Jeweler's circular keystone, May 1951, p. 92] (Sterling silver inlaid) Sheet. © 1May51; KK62168.

Money magnet. New idea with a pull that sell sets. [*From* Jeweler's circular keystone, Apr. 1951, pp. 8-9] (Silver inlaid) Sheet. © The International Silver Co.; 31Mar51; KK61347.

The most enchanting pattern of our times. May Queen. Holmes & Edwards sterling inlaid silverplate. [*From* Life, Mar. 26, 1951, p. 88-89] Sheet. © 23Mar51; KK61418.

New! A balanced place setting in sterling. International Sterling. [*From* Senior prom, Mar. 1951, p. 2 of cover] Sheet. (210A) © The International Silver Co.; 1Mar51; KK61106.

New. Enchanted. May Queen. [*From* Life, June 11, 1951, p. 46] (Silverware) Sheet. © 8Jun51; KK62720.

New, enchanted; May Queen by Holmes & Edwards. [*From* the Bride's magazine, summer 1951, p. 56] (Sterling silver inlaid) Sheet. © 1May51; KK61420.

New, enchanted, May Queen. Holmes & Edwards. [*From* National jeweler, Mar. 1951, cover] (Silverware) Sheet. © The International Silver Co. Holmes & Edwards Division; 10Mar51; KK59743.

Now only $8.06, for 6 piece place setting in the 4 loveliest silverplate patterns. [*From* Life, May 21, 1951, p. 13] (Sterling silver inlaid] Sheet. © 18May51; KK62169.

Old Charleston, a lovely new pattern. Rogers sterling. [From Look, May 8, 1951, p. 51] Sheet. © The International Silver Co.; 3May51; KK61559.

Old Charleston, a magnificent new pattern rich in tradition. Rogers sterling. [From Look, Mar. 27, 1951, p. 103] Sheet. © 24Mar51; KK61554.

Old Charleston, breaking big news in a big way. Rogers sterling. [From Jewelry, Mar. 1951, back cover] Sheet. © The International Silver Co.; 5Mar51; KK59616.

Omaha College girls choose their favorite International Sterling patterns. [From Woman's home companion, Mar. 1951, p. 46-47] Sheet. (216) © The International Silver Co.; 23Feb51; KK61104.

The perfect gift for a girl with parties on her mind. International's Sterling Hostess. [From Good housekeeping, Dec. 1950, p. 21] (Silverware) Sheet. (206A) © The International Silver Co.; 20Nov50; KK59010.

Popular Indianapolis girls choose their favorite International sterling patterns. [From Woman's home companion, May 1951, p. 56-57] (Silverware) Sheet. (223) © 20Apr51; KK63089.

A power-packed page published for you. Rogers Sterling. [From Jewelry magazine, May 1951, p. 4 of cover] (Silverware) Sheet. © The International Silver Co.; 3May51; KK62742.

Put Christmas stars in her eyes; give lovely International Sterling. [From Esquire, Dec. 1950, p. 174] (Silverware) Sheet. (207) © The International Silver Co.; 19Nov50; KK59011.

Question: Where's the best place to choose my sterling pattern? [From Seventeen, Jan. 1951, p. 3] (Silverware) Sheet. (211) © The International Silver Co.; 1Jan51; KK60902.

Reigning favorite, Danish Princess. Holmes & Edwards sterling inlaid silverplate. [From Life, Feb. 19, 1951, p. 18] Sheet. © The International Silver Co. Holmes & Edwards Division; 16Feb51; KK58875.

Rogers sterling presents Old Charleston, a beautiful, new pattern, April 1951. [From McCall's, Apr. 1951, p. 17] (Table silver) Sheet. © 20Mar51; KK62117.

A silverplate pattern that jewelers say looks like sterling. Holmes & Edwards. [From Southern jeweler, Mar. 15, 1951, p. 3] Sheet. © The International Silver Co. Holmes & Edwards Division; 15Mar51; KK61546.

Spending a birthday check can be a problem. [From Modern screen, Mar. 1951, p. 65] (Silverware) Sheet. (220) © The International Silver Co.; 9Feb51; KK60901.

Spring-song in silver, Daffodil; lilting new design. 1847 Rogers Bros. [From Life, Jan. 22, 1951, p. 2 of cover] (Silverware) Sheet. (228) © The International Silver Co.; 19Jan51; KK59844.

They sell. Dealers say Holmes & Edwards Life tie-ins boost sales. [From National jeweler, Feb. 1951, front cover p.] (Sterling inlaid silverplate) Sheet. © The International Silver Co., Holmes & Edwards Division; 10Feb51; KK58796.

This is the pattern that jewelers say looks like sterling. [From Southern jeweler, June 15, 1951, p. 3] (Sterling inlaid silverplate) Sheet. © 15Jun51; KK63140.

This 6 piece place setting in the finest of all silverplate ... Holmes & Edwards sterling inlaid silverplate. [From Life, Mar. 12, 1951, p. 17] Sheet. © 9Mar51; KK61419.

To number among your family treasures. Sterling by International. [From New Yorker, Apr. 14, 1951, p. 7] (Sterling silverware) Sheet. (229) © The International Silver Co.; 12Apr51; KK62593.

To us, from us, with love. [From Bride's magazine, late fall & winter '50-'51, p. 63] (Table silver) Sheet. © The International Silver Co.; 1Nov50; KK56968.

Two brilliant new patterns. Blossom Time. Brocade. [From New Yorker, Feb. 10, 1951, p. 7] (Silverware) Sheet. (222) © The International Silver Co.; 8Feb51; KK60900.

Two success stories by one author. Holmes & Edwards sterling inlaid silverplate. [From National jeweler, May 1951, cover] Sheet. © 11May51; KK61971.

We quote. Holmes & Edwards sterling inlaid silverplate. [From Southern jeweler, Apr. 16, 1951, p. 3] Sheet. © The International Silver Co. Holmes & Edwards Division; 16Apr51; KK61547.

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To make new friends for Inter-State Nurseries we offer our friendship specials, 5 unusual money saving nursery values. Folder. © 15Dec50; KK57942.

INTERWOVEN STOCKING COMPANY ©.

Christmas is coming. Inter Woven socks. [From Post exchange, Aug. 1950, p. 2 of cover] Sheet. © 1May50; KK60348.

Don't forget to remember Father's date, Sunday June 17th. (Men's socks) Poster. © 21May51; KK62935.

IRON FIREMAN MANUFACTURING COMPANY.

FOV-110 oil fired furnace specifications. Sheet. (1629) © The Iron Fireman Manufacturing Co.; 1Jun50; KK57006.

Installation instructions for the FOV-110 oil fired furnace. 8 p. (1895) © The Iron Fireman Manufacturing Co.; 1Jun50; KK57005.

Operating instructions, Iron Fireman FOV-110 oil fired furnace. Sheet. (1896) © The Iron Fireman Manufacturing Co.; 16Jun50; KK57007.

IRVIN, ROBERT B. ©.

Paka-Shelf. (Knock-down furniture) Label. © 1Jun51; KK62633.

ISALY DAIRY COMPANY.

Chocolate bubble brick ice cream. One quart liquid. Label. © The Isaly Dairy Co.; 15Dec50; KK57531.

ITALIAN SWISS COLONY ©.

You'll never miss with Italian Swiss. [From Look, Jan. 2, 1951, inside back cover p.] (Wines) Sheet. © 20Dec50; KK57367.

IVANO, INC. ©.

New. Softest sponge in the world. Ivalon. [From Good housekeeping, June 1951, p. 250] Sheet. © 20May51; KK62736.

New! Softest sponge in the world. Ivalon. [From Philadelphia bulletin, May 2, 1951, p. 7] Sheet. © 2May51; KK62290.

J

JACK AND HEINTZ, INC. ©.

Jack & Heintz does it. J & H. (Mechanical devices, etc.) 23 p. © 22May51; KK62677.

You name it. (Rotomotive equipment) Pamphlet. © The Jack & Heintz Co. (in notice: Jack & Heintz, inc.); 11Jun51; KK63050.

JACKSON NOVELTY COMPANY ©.

Dice & peg. (Game) Label. © 28May51; KK62250.

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No huffing, no puffing. [From Better homes and gardens, Apr. 1951, p. 311] (Power lawn mowers) Sheet. © 25Mar51; KK60405.

JACOBY-BENDER, INC. ©.

How would you like to turn your inventory into cash? J-B watch band. Folder. © 6Jun51; KK62630.

JADOW (B.), INC. ©.

The Bestfit assortment no. 570. Genuine Seitz balance jewels. Sheet. © 5Jan51; KK60769.

The Bestfit Selecta-Part system of balance staffs for American watches. Card. (22BB) © 5Jan51; KK60770.

JAMIESON, INC. ©.

Spring and summer 1951. Religious community supplies. The nuns' store within your door. [Catalog] 40 p. © 2Jan51; KK60495.

JANOFSKY, JACK ©.

Kilbury Homogenator heaters. New efficiency, new economy, new comfort. (Air, gas and electric heaters) Folder. © 18Dec50; KK57939.

JARDINE, GEORGE WINSOR ©.

Foot sling; it fits either foot. (Foot sling for surgical use) Sheet. © 5Jan51; KK57182.

JARROW PRODUCTS ©.

Pocket gasket selector. (Refrigerator door gaskets) Folder. © 14Jun51; KK62814.

JASTRAM, M. B. ©.

Merchant's cooperative discount ticket. Card. © 5Oct50; KK57770.

Merchant's discount poster. Sheet. © 5Oct50; KK57771.

JAX BREWING COMPANY ©.

Jax; premium quality beer. Label. © 21May51; KK62237.

JEL SERT COMPANY.

Makasyrup, a syrup flavor. (Powder concentrate for making syrup) Label. © The Jel Sert Co.; 19Oct50; KK61415.

JENSEN, Christine N., and Irving O. Jensen, sole owners, t.a. Jensen Products. SEE Jensen Products.

JENSEN, Irving O., and Christine N. Jensen, sole owners, t.a. Jensen Products. SEE Jensen Products.

JENSEN PRODUCTS.

Jensen's rug & upholstery Foam, the perfect upholstery shampoo. Label. © Irving O. Jensen & Christine N. Jensen, sole owners, t.a. Jensen Products; 1Sep50; KK58523.

JENTES, ALFRED R. ©.

His master's choice. [Photographic prints. (Cigarettes) 4 cards. © 19Feb51; KK58819-58821; KK59183.

JEWEL FEATHER AND MATTRESS COMPANY ©.

Bak-Bracer. (Mattress) Label. © 10Jan51; KK57736.

JEWELRY INDUSTRY COUNCIL ©.
The 1951 silver parade. 19 p. © 20Mar51; KK61523.

JIM BROWN STORES, INC. ©.
Grand re-opening, Saturday, March 17th. (General merchandise) Sheets. © 16Mar51; KK60229.

Jim Brown town & country 1951 catalog. (Hardware, farm supplies, etc.) 232 p. © 9Mar51; KK59572.

JOHNSON, GAYLORD ©.
How easy is your advertising copy to read? (Advertising services) Sheet. © 10Feb51; KK58465.

JOHNSON, LEIGH.
Southwest unlimited. (Articles about, or made in the Southwest) Sheet. © Leigh Johnson & Gladys Bulka; 14Apr51; KK61120.

JOHNSON (S. C.) AND SON, INC. ©.
Car-plate and Carnu offer you free of extra cost 50¢ O-Cel-O car washing sponge. [From the Saturday evening post, Mar. 31, 1951, p. 7] Sheet. © 29Mar51; KK60336.

Dusting and polishing mitt free. Johnson's self polishing Glo-Coat. [From Woman's day, May 1951, p. 93] (Floor wax) Sheet. © 25Apr51; KK61426.

Her daughter's sighs put Betty wise to floor care. Johnson's wax, paste or liquid. [From Woman's home companion, Mar. 1951, p. 79] Sheet. © 25Feb51; KK59165.

Her husband's scare saved Peg's floors from ugly wear! [From Woman's home companion, May 1951, p. 17] (Johnson's paste & liquid wax) Sheet. © 25Apr51; KK61247.

Here is the 20-minute auto wax; no rubbing. Car-Plate. Carnu. [From Life, Apr. 9, 1951, p. 149] Sheet. © 6Apr51; KK60450.

Here is the 20-minute auto wax, no rubbing Car-Plate. [From the Saturday evening post, May 12, 1951, p. 123] Sheet. © 10May51; KK62058.

Nancy's floors were her despair 'til she learned the proper care. Johnson's wax (paste or liquid) [From Woman's home companion, Feb. 1951, p. 63] Sheet. © 25Jan51; KK57959.

No-rub way to wax your car. Johnson's Car-Plate. [From Collier's, May 12, 1951, p. 65] Sheet. © 7May51; KK61650.

Now Mrs. Frank J. McKay is floor-happy, are you? Johnson's Glo-Coat. [From McCall's, Feb. 1951, p. 105] (Floor wax) Sheet. © 1Feb51; KK58093.

Portfolio of time-saving ideas for busy housewives. [From Life, Apr. 16, 1951, p. 26-32] (Johnson's full line of wax products) Sheet. © 13Apr51; KK61748.

Pride waxes furniture without rubbing. Label. © 21Dec50; KK57604.

Proved better on 5,000,000 cars. [From Collier's, June 2, 1951, p. 57] (Car-Plate, a no-rub auto wax) Sheet. © 29May51; KK62803.

Yes, you can be floor-happy like Mrs. Catherine Weber. Johnson's Glo-Coat. [From McCall's, Mar. 1951, p. 143] (Floor wax) Sheet. © 1Mar51; KK59247.

JOHNSON (SAM) AND SON'S FISHERIES, INC. ©.
Mid-winter and Lent price list, Skipper Sam's guaranteed fresh fish. Folder. © 1Feb51; KK59146.

Order blank; price list. Mid-winter & Lent season, 1951. Sam Johnson & Son's Fisheries, inc. (Fish and seafoods) Sheet. © 1Feb51; KK59145.

Order blank; price list, winter season 1950-51. Sam Johnson & Son's Fisheries, inc. Skipper Sam's guaranteed fresh fish. Sheet. © 25Nov50; KK59246.

Winter price list. Skipper Sam's guaranteed fresh fish since 1897. Folder. © 8Dec50; KK58837.

JOHNSON AND JOHNSON ©.
Discussions on baby products. Pamphlet. (A-102) © 15Feb51; KK60544.

Discussions on elastic goods, foot products, dental floss, medicated plasters. Pamphlet. (A-103) © 15Feb51; KK60545.

Discussions on surgical dressings. Pamphlet. (A-101) © 15Feb51; KK60546.

JOHNSTON (Gaston) Company. SEE DeRoach Company.

JONDURA, Stanley, d.b.a. Cicero Candy Shop. SEE Cicero Candy Shop.

JONES (E. D.) AND SONS COMPANY ©.
Jones high speed refiner. Used for every type of paper stock. Folder. (Bull. no. EDJ-1011B) © 2Mar51; KK59665.

Jones Jordans. (Machinery) Folder. (Bull. no. EDJ-1007A) © 20Oct50; KK59661.

JUD SAN PRODUCTS ©.
Construction of Jud San ties, Wales model, 2 pieces. (Neck ties) Sheet. © David Zimmerman, d.b.a. Jud San Products; 12Dec50; KK58049.

JUDSON DUNAWAY CORPORATION ©.
Bath-Aire by Expello. Dover, N. H. (Space deodorant) Label. © 24Apr51; KK62150.

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JUVENILE FASHIONS CARAVAN, INC. ©.
The Caravan has everything for me, and my brother and sister too. (Infants' and children's wear) Card. © 2Jan51; KK57306.

Check Caravan for check lines ... of infants' and children's wear. Card. © Juvenile Fashions Caravan, inc., George J. Marcus, pres.; 8May50; KK58386.

Follow the leader. Juvenile Fashions Caravan, inc.; your assurance of the best ... infants' and children's wear. Card. © Juvenile Fashions Caravan, inc., George J. Marcus, pres.; 8May50; KK58385.

Hang your children's wear troubles on our lines. Card. © 8May50; KK58540.

It's a magnet. Back-to-school and fall showing of infants' and children's wear. Card. © 8May50; KK58541.

127 reasons why the Juvenile Fashions Caravan is your assurance of the best. (Infants' and children's wear) Card. © 8May50; KK58542.

Remember the nationally known brands of infants' and children's wear in the Caravan ... Card. © 2Jan51; KK57308.

The smart children's wear buyer says ... Card. © 2Jan51; KK57305.

We are sitting on top of the world with the Nation's leading branded lines of infants' and children's wear. Card. © 2Jan51; KK57307.

We can't charm snakes but watch the selling magic. (Infants' and children's wear) Card. © 2Jan51; KK57304.

You're over the goal with Juvenile Fashions Caravan. (Infants' and children's wear) Card. © 8May50; KK58539.

K

K-D MANUFACTURING COMPANY ©.
K-D tools keep 'em rolling; general catalog number 25. (Automotive tools) 27 p. © 4Dec50; KK57023.

KAHN (DAVID), INC. ©.
Beat the high cost of Christmas. Wearever. [From Life, Dec. 11, 1950, p. 7] (Fountain pens and pencils) Sheet. © 8Dec50; KK57203.

Who says a dollar isn't pen money? Wearever Pennant pen. [From the Saturday evening post, June 2, 1951, p. 123] Sheet. © 31May51; KK62681.

Why pay more for a quality pen? Wearever. [From the Saturday evening post, May 5, 1951, p. 102] (Fountain pens and mechanical pencils) Sheet. © 3May51; KK61624.

KAHN, Julian Seth, d.b.a. Wink Needle Threader Company. SEE Wink Needle Threader Company.

KAISER FRAZER SALES CORPORATION ©.
America's buy word; Kaiser's the car. Anatomic design. [From the Saturday evening post, Oct. 21, 1950, p. 137] Sheet. © 21Oct50; KK58514.

An announcement by Henry J. Kaiser. The most important new car in America. The Henry J. [From St. Louis globe-Democrat, Sept. 29, 1951, p. 8A] Sheet. © 29Sep50; KK58512.

Built for the future; best for the future. 1951 Kaiser, the only car with anatomic design. (Automobile) Sheet. © 30Jan51; KK58658.

A day in the life of the Henry J. and Risë Stevens. [From Life, Apr. 23, 1951] (Automobiles) Sheet. © 20Apr51; KK61722.

Feature for feature, Kaiser's the newest. [From Times-star, Cincinnati, Jan. 17, 1951] (Automobile) Sheet. © 17Jan51; KK58847.

51's finest, for every taste, for every purpose, for every price. Kaiser, Frazer. Henry J. [From Life, Oct. 2, 1950] (Automobiles) Sheets. © 29Sep50; KK58515.

How Kaiser-Frazer's Henry J can save you $179 to $766. (Automobile) Sheet. © 8Mar51; KK60076.

Kaiser-Frazer joins hands with the marines. [From Marine Corps league, 1951. 175th anniversary issue] Sheet. © 1Mar51; KK61588.

Meet America's smartest new car. Kaiser Frazer's Henry J. [From Life, Feb. 26, 1951] (Automobiles) Sheet. © 23Feb51; KK61666.

More facts about the Henry J. [From Time, Nov. 13, 1950, p. 1] (Automobiles) Sheet. © 9Nov50; KK58724.

The most important new car in America. Henry J. [From Farm journal, Nov. 1950] Sheet. © 20Oct50; KK58723.

The most important new car in America; Henry J. [From the Saturday evening post, Oct. 7, 1950, p. 94-95] Sheets. © 4Oct50; KK58513.

The new handcrafted 1951 Frazer Vagabond. [From Holiday, June 1950, p. 91] (Automobiles) Sheet. © 16May50; KK58824.

The new handcrafted 1951 Frazer Vagabond. [From National geographic, June 1950] (Automobiles) Sheet. © 1Jun50; KK58722.

1951 Kaiser. Now, America's newest 2-door sedan. [From Country gentleman, Aug. 1950, p. 9] Sheet. © 26Jul50; KK57988.

1951 Kaisers steal the Chicago auto show. (Automobiles) Sheet. © 18Feb51; KK61029.

One glance and you know it's the newest car in America. [From Life, July 17, 1950, p. 59] (Automobiles) Sheet. © 17Jul50; KK57565.

So easy to see; Kaiser's the car. With Anatomic design. [From the Saturday evening post, Feb. 17, 1951, p. 73] Sheet. © 14Feb51; KK58825.

2 hottest cars. Henry J; 1951 Kaiser. [From Automotive news, Mar. 5, 1951, p. 5] Sheet. © 5Mar51; KK59738.

What Kaiser Frazer's Henry J can save you in a year. [From Boston daily record, Jan. 24, 1951] (Automobiles) Sheet. © 24Jan51; KK58533.

KANE'S, INC. ©.
The whole town loves KG/LFS, because Kanes guarantee of lifetime furniture service. [From Daily record, May 4, 1951, p. 26] (Furniture) Sheet. © 4May51; KK61940.

KANTOR, Ed. and Fred Haselhorst. SEE Sunland Laboratories.

KAPLAN, RICA E. ©.
Charmed trees of life. [Tree with birthstone rings on branches] (Jewelry) Poster. © 17Feb51; KK58689.

KARMA, pseud. SEE Fletcher, Katherine Redman.

KARPELES (MAURICE J.) INC. ©.
A timely catalog for 1951. D1 Roma medals. (Medals and chains) 16 p. © 1Mar51; KK60999.

KASELL, HARLEY MAYNARD ©.
Wings Restaurant; fine foods. [Menu] Folder. © 13Nov50; KK59075.

KASHINS, HERMAN ©.
French Gilt Bronze. (Lamps) Label. © 30Dec50; KK58176.

Lorenzo. (Lamps and decorative accessories) Label. © 30Dec50; KK58175.

KASHNER, T. E.
Make a better impression with flowers. [From Oklahoma City times, Mar. 21, 1951, p. 15] Sheet. © 21Mar51; KK62316.

KAUFMAN (HENRY J.) AND ASSOCIATES ©.
All well, and back to his little white bear, thanks to his doctor. Peoples Drug Stores, inc., prescriptions. Sheet. (HJK&A-P.O. 3814) © 3Apr51; KK60480.

Business as usual! Vitality to spare! (Pharmaceutical) Sheet. © 7Apr51; KK61208.

Congratulations on your foresight. The Mutual Insurance Agency, inc. (Insurance) Sheet. © 19Feb51; KK59062.

Dad does a lot of living at 65! (Pharmaceutical) Sheet. © 18Apr51; KK61209.

Health to match her happiness, thanks to her doctor. Peoples Drug Stores, inc., prescriptions. Sheet. (HJK&A-P.O.3815) © 3Apr51; KK60479.

Mother gets things done, thanks to her doctor. Peoples Drug Stores, inc., prescriptions. Sheet. (HJK&A-P.O.3813) © 30Mar51; KK60478.

These men-of-action stay in action! (Pharmaceutical) Sheet. © 15Apr51; KK61207.

We're happy to send you this timely check. The Mutual Insurance Agency, inc. (Insurance) Sheet. © 19Feb51; KK59063.

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Blueberry muffins. Bake 'em quick. Py-O-My pineapple upside down cake mix. Py-O-My blueberry muffin mix. [From This week magazine, Feb. 11, 1951, p. 26] Sheet. © 11Feb51; KK58485.

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KOHL, K. James, Foster Furman, Norman Geise and William W. Furman, d.b.a. J. W. Furman Cannery. SEE Furman (J. W.) Cannery.

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KOODIN, Eleanor M., sole owner Elko Products. SEE Elko Products.

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The new Nemo Circlet, the sellingest girdle you've ever offered! [From Corsets and brassieres, Dec. 1950, cover p.] Sheet. © 1Dec50; KK57058.

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Send her flowers from Crabb, florists, and she will forgive you. [From Grand Rapids press, Oct. 5, 1950, p. 16] (Flowers) Sheet. © 5Oct50; KK57081.

Why not get me a corsage from Crabb florist. [From Grand Rapids press, Sept. 28, 1950, p. 16] Sheet. © 28Sep50; KK57082.

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This will help you stop smoking. [From Chicago daily sun-times, Apr. 2, 1951, p. 15, section 2] (Medical tablets) Sheet. © 2Apr51; KK61630.

Want to stop smoking? Quits can help you. [From Chicago daily sun-times, Apr. 2, 1951, p. 15, section 2] (Medical tablets) Sheet. © 2Apr51; KK61629.

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Winter garden protein livestock mineral supplement. Label. © La Pryor Milling Co., a firm composed of James T. Shahan and Milton S. Merks; 11Jan51; KK58069.

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Lawn billiards. Revised model no. 304LB, 1951. (Game) Folder. © The Lawn Billiards Co.; 17Oct50; KK58261.

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LE DOUX, Marie; Marie Designer, inc. SEE Marie Designer, inc.

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Here's how you can increase your Ben-Gay sales. [From American druggist, Nov. 1950, p. 25] (Ointment) Sheet. © 1Nov50; KK62377.

Peter Pain snows under a sun lover. Gen-Gay. [From Puck, the comic weekly, New York journal-American, Jan. 7, 1951, Sect. 1, p. 4] (Medical ointment) Sheet. © 6Jan51; KK57566.

LEFTWICH, E. H., and Leo Mongelli, d.b.a. Leftwich and Mongelli Enterprises. SEE Leftwich and Mongelli Enterprises.

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New. Incredible. Tweed toilet essence. [From Life, Oct. 9, 1950, p. 73] Sheet. © 6Oct50; KK59924.

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H. L. Leonard split bamboo rods. (Fishing rods) 11 p. © The H. L. Leonard Rod Co.; 6Nov50; KK58384.

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Automotive generators, starters, armatures, field coils, for tractors, compressors, farm and road machinery ... 19 p. (Catalog 5130) © 20Apr51; KK62457.

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New discovery! New process! New flavor! Good Luck oleomargarine. Sheet.
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Announcing a new credit unit for the people of Oklahoma City. Postal Finance Company. Sheet. © 24Oct50; KK59198.

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Lovelier to look at, easier to clean. Look for venetians with the Levolor tag. [From Better homes and gardens, Sept. 1950, p. 158] Sheet. © 25Aug50; KK59117.

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Introducing a new belt ... Palo Duro Canyon colors. Folder. © 8Jun51; KK62694.

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How to do twice as much, safely ... Barcalo Heartsaver chair. [From New York times, Feb. 25, 1951, p. 84] Sheet. © 25Feb51; KK62528.

LIBBEY Glass, Division of Owens-Illinois Glass Company. SEE Owens-Illinois Glass Company. Libbey Glass Division.

LIBBEY-OWENS-FORD GLASS COMPANY ©.
Liberation for cliff dwellers. [From Time, Apr. 9, 1951, p. 12] (Glass) Sheet. © 9Apr51; KK61491.

Why these wide-open schools? Daylight walls. LOF Thermopane. [From Newsweek, Jan. 29, 1951, p. 89] (Glass) Sheet. (NR-102) © 29Jan51; KK59240.

LIBBY, MCNEILL AND LIBBY ©.
Libby's frozen fresh mixed garden vegetables. Label. © 18Dec50; KK57609.

Libby's frozen fresh orange juice. Label. © 13Feb50; KK60290.

LIDDY, RALPH W. ©.
Mileage. Judge Liddy's mnenonic [sic] square. Sheet. © 12Sep50; KK57467.

LIEBICH (G. J.) COMPANY ©.
Over-awl color-ette system. (Mixed paints, paint enamels, lacquers, varnishes, stains and primers, and ingredients thereof) Label. © 13Jun51; KK63144.

LIEBMANN BREWERIES, INC. ©.
The best of Bocks is back again. Rheingold. [From Daily news, New York, Mar. 12, 1951, p. 7] (Beer) Sheet. (528-A) © 12Mar51; KK59649.

Elsie Gammon elected Miss Rheingold 1951. [From Journal American, New York, Dec. 23, 1950] (Beer) Sheet. © 23Dec50; KK57251.

Here's how I'm helping you sell more beer in April! [From Connecticut beverage journal - Connecticut beverage blue book and official price list, Apr. 1951, p. 149] Sheet. © 1Apr51; KK60681.

Here's how I'm helping you sell more beer in January, says Elise Gammon, Miss Rheingold 1951. [From Connecticut beverage journal, Jan. 1951, p. 117] Sheet. (501-M) © 1Jan51; KK57587.

Here's how Miss Rheingold 1951 will help your business this year. [From Grocer-graphic, Jan. 16, 1951, p. 4] (Beer) Sheet. © 16Jan51; KK57747.

It's another feather in our cap. Rheingold beer. Sheet. © 1May51; KK61473.

It's beer as beer should taste. Rheingold extra dry lager beer. [From the New York herald tribune, Dec. 31, 1950, p. 17 (magazine sect.)] Sheet. © 31Dec50; KK57581.

My beer is Rheingold, the dry beer. Sheet.

Charles Boyer. (546A) © 18Jun51; KK62975.

Claudette Colbert. (530-A) © 26Mar51; KK60060.

Dick Powell. [From Daily mirror, New York, Feb. 19, 1951, p. 9] © 19Feb51; KK59030.

Edmund Gwenn. © 4Jun51; KK63024.

Elise Gammon, Miss Rheingold 1951.
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George McManus. [From Daily news, New York, Mar. 19, 1951, p. 9] (524-A) © 19Mar51; KK59752.

Gloria DeHaven. (544) © 28May51; KK62560.

Helen Walker. [From the New York herald tribune, Jan. 1, 1951] (385) © 1Jan51; KK57252.

Ilka Chase. [From Daily mirror, New York, Jan. 22, 1951, p. 11] (521-A) © 22Jan51; KK57748.

Joan Bennett. [From New York daily news, Feb. 5, 1951, p. 9] (523-A) © 5Feb51; KK58430.

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Marie McDonald. (534) © 2Apr51; KK60409.

Mel Tormé. © 14May51; KK62025.

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Paul Winchell. [From New York herald tribune, Apr. 23, 1951, p. 30] © 23Apr51; KK61089.

Peter Arno. © 15Jan51; KK57586.
Ralph Flanagan. © 9Apr51; KK60941.
Rex Harrison. © 30Apr51; KK61474.
Rod Cameron. © 29Jan51; KK58311.

New York's busiest salesman, Miss Rheingold 1950, is making 6 billion calls to bring more customers into your store or tavern. (Beer) Sheet. © 24Oct50; KK60939.

Our beer is Rheingold, the dry beer; say Rex Harrison and Lilli Palmer. [From New York daily mirror, Feb. 26, 1951, p. 11] Sheet. © 26Feb51; KK58964.

She's doing more than ever to sell more beer for you. Rheingold extra dry. [From National reviewer and Connecticut items of interest, Dec. 1950, p. 3] Sheet. © 1Dec50; KK57583.

Words, mere words. Rheingold lager beer. [From Daily news, New York, May 8, 1951, p. 9] Sheet. © 8May51; KK61854.

LIEBZEIT, ED. ©.
Sara Kay brand Muenster cheese. Label. © 15Jun51; KK62860.

LIEN CHEMICAL COMPANY ©.
Keep clean with Lien. Catalog 51. (Equipment and products for sanitary maintenance) 44 p. © 2Jan51 (in notice: 1950); KK59209.

LIGGETT AND MYERS TOBACCO COMPANY ©.
Be sure to buy Chesterfield. [From Tan confessions, Feb. 1951, back cover] (Cigarettes) Sheet. © 12Jan51; KK58007.

The biggest plus in cigarette history. Chesterfield. Sheet.
Barbara Hale. © 2May51; KK61592.
Billy Southworth. © 9May51; KK61726.
Joe DiMaggio. © 16May51; KK61974.
[Hand holding closed pack] © 14May51; KK61920.
[Hand holding open pack] © 28May51; KK62287.
[Hand holding pack in pocket] © 21May51; KK62162.
[Man offering lady a cigarette] © 18Jun51; KK62868.

Buy Chesterfield by the case. (Cigarettes) Sheet.
Bob Hope. [From V. F. W. magazine, May 1951, p. 9] © 25Apr51; KK61663.

Chesterfield's mildness sweeps Hollywood. [From Sporting news, St. Louis, Jan. 24, 1951, front cover] (Cigarettes) Sheet. © 24Jan51; KK58008.

Easiest test in the book. Chesterfield cigarettes. Sheet.
Armstrong-Sullivan-Edwards. © 2Dec50; KK57069.
Barbara Jean Smith. © 23Feb51; KK59425.
Bob Singletary. © 17Feb51; KK59481.
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Jim Owens. © 14Feb51; KK58744.
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Waters-Vaughn-Hampton. © 11Nov50; KK57071.

Easiest test on the air. Chesterfield. [Godfrey, Crosby, Hope, Como. From the Sporting news, St. Louis, Jan. 17, 1951, back cover] (Cigarettes) Sheet. © 17Jan51; KK57687.

For you proof of mildness. Chesterfield cigarettes. Sheet.
Anne Baxter.
© 14Feb51; KK58598.
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Barbara Hale. © 12Apr51; KK60704.
Ben Hogan. © 28Feb51; KK59200.
Bob Hope. © 4Apr51; KK60446.
Donna Reed - John Derek. © 23Feb51; KK58793.
Eddie Stanky. © 7Feb51; KK58597.
Godfrey - Como - Crosby - Hope. © 1Mar51; KK59611.
Joan Fontaine. © 10Mar51; KK59725.
Junie McMahon - Lloyd Mangrum - Joe DiMaggio. © 7Mar51; KK59315.
Richard Widmark. © 17Feb51; KK58830.

Get aboard the Fatima saleswagon. Fatima cigarettes. [Package and gloved hand. From United States tobacco journal, Mar. 10, 1951, p. 9] Sheet. © 10Mar51; KK60445.

I recommend Chesterfields. Roy Campanella. [From Tan confessions, Apr. 1951, p. 4 of cover] (Cigarettes) Sheet. © 14Mar51; KK59726.

In Fatima the difference is quality. (Cigarettes) Sheet.
[Girl in ermine jacket] © 24Jan51; KK58372.
[Gloved hand] © 18May51; KK62148.
[Hands] © 1Jan51; KK57522.
Leland P. Lovette. © 23Feb51; KK58794.
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Mrs. Deems Taylor. © 21Mar51; KK59929.
Nancy Kelly. © 18Apr51; KK60997.
Sherman Billingsley. © 21Feb51; KK58795.

It's the easiest test. Chesterfield. [From True experiences, Feb. 1951, back cover] (Cigarettes) Sheet. © 10Jan51; KK58006.

Make this mildness test. Chesterfield cigarettes. Sheet.
Mona Freeman.
© 8Dec50 (in notice:1951) KK57047.
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Mullin makes mildness test. Chesterfield. [From Sporting news, Jan. 10, 1951, p. 1] (Cigarettes) Sheet. © 10Jan51, KK57393.

Sam Snead shows you how. Chesterfield cigarettes. Sheet. © 20Dec50; KK57070.

Science discovered it. Chesterfield. [From Sporting news, June 13, 1951, p. 1] (Cigarettes) Sheet. © 13Jun51; KK62747.

Smell 'em, smoke 'em. Chesterfield cigarettes. Sheet.
Louis Armstrong. © 14Feb51; KK58745.
Richard Widmark. © 30Jan51; KK58371.

Smells milder; smokes milder. Johnny Lujack. Chesterfield cigarettes. Sheet. © 27Dec50; KK57037.

Smoke Chesterfield and prove for yourself they're milder; Richard Widmark. [From the Sporting news, Jan. 31, 1951] (Cigarettes) Sheet. © 31Jan51; KK58373.

Stay out of the rough, smoke Chesterfield like I do. Ben Hogan. (Cigarettes) Sheet. © 19Jun51; KK62886.

Stick with the cigarette that's good to you. Chesterfield. Sheet.
Hank Thompson. © 15Jun51; KK62885.
Sugar Ray Robinson. © 16May51; KK62147.

Straight facts on cigarettes. Chesterfield. Sheet.
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Then a big league ball player, now a big league tobacco grower. Frank Rogers (Hod) Ellerbe. Chesterfield cigarettes. Sheet. © 13Mar50; KK57003.

They give you a milder aroma. Chesterfield. Ida James. Sheet. © 1Apr51; KK60275.

This is Bob ... Hope. Chesterfield. [From NATD co-ordinator, Mar. 1951, p. 142-3] (Cigarettes) Sheets. © 1Mar51; KK60020.

What every smoker wants. Chesterfield cigarettes. Sheet.
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Ara Eghigian - Hertha Gauck - Dick Levin. © 6Apr51; KK60961.
Barbara Hale. © 18Apr51; KK61204.
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Reames - Offit - Boyer. © 21May51; KK62845.
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LILY-TULIP CUP CORPORATION ©.
The big 100, celebrating ice cream's 100th anniversary. (Paper dishes) Poster. (P505) © 7May51; KK61848.

Orange blossom cup by Lily. [Design] (Paper cups) Label. © 5Jan50; KK62004.

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Lime Crest brand 0853 A.F. calcite. (Limestone) Label. © 2Feb51; KK59210.

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Just clip $1 to the coupon below, mail to the Lincoln Savings Bank. [From Daily news, New York, June 13, 1951, p. BL 52] (Savings accounts) Sheet. © The Lincoln Savings Bank of Brooklyn; 13Jun51; KK62810.

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Make the kiss test. Lip-Stae keeps your lipstick on you. [From Good housekeeping, June 1950, p. 276] Sheet. © 20May50; KK58166.

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Lipton Frostee; mix for making ice or sherbet. Lemon. Label. © 4Jun51; KK62621.

Lipton Frostee; mix for making ice or sherbet. Orange. Label. © 4Jun51; KK62622.

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Frederic Litten Associates. Story title. (Manuscripts) Label. © 25Jan51; KK59701.

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Bee Gee. (Bottled gas) Sheet. © 2May51; KK61515.

Dress up your newspaper ads. Little Plumber spots. [With wrench] (Plumbing service) Sheet. © 7Apr50; KK60612.

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Custom railing order form. (Ornamental iron railings) Folder. © 28Feb51; KK59323.

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Wing Craft Ware; original designs with painting guide. (Cast plaster objects) Sheet. © 24Oct50; KK59403.

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Holsum enriched sliced white bread. Label. © The W. E. Long Co.; 9Jan51; KK57534.

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Litevertise with Post-Lites; sensational new exterior fluorescents. Sheet. © 30Sep50; KK59299.

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Dura-Gloss nail polish for every type hand. [From Glamour, Oct. 1950, p. 38] Sheet. © 22Sep50; KK58298.

Is yours a captivating hand? Dura-Gloss. [From Seventeen, Oct. 1950, p. 14] (Nail polish) © 1Oct50; KK58297.

LOWE (JOE) CORPORATION ©.

Creamsicle. Genuine Jo-Lo product. Popsicle Pete. (Frozen confections on sticks) Poster. (1-R-4-5) © 5Jan51; KK59109.

Delicious. Choco-Pop. (Ice cream confections) Poster. (1-A-5-C) © 2Mar51; KK60744.

Dreamsicle. (Frozen confections) Poster. (1-D-1-5-C) © 5Jan51; KK58611.

Frozen fudge Fudgsicle. Poster. (1-F-1) © 8Jan51; KK58614.

Hand over that Cheerio; deliciously coated ice cream on-a-stick. Poster. (1-H-1) © 10Jan51; KK59110.

No clowning, it's good. (Frozen confections on sticks) Poster. (1-A-2) © 10Jan51; KK59108.

Popsicle. (Frozen confections) Poster. (1 PS 1) © 1Mar51; KK60745.

Popsicle. (Frozen confections) Poster. (1 PS 4) © 1Mar51; KK60746.

Sealtest de luxe ice cream bar. Poster. (1-A-6-SD) © 2Mar51; KK60747.

Twin popsicle. Save bags with polka dots, swell gifts. (Frozen confections) Poster. (1-P-4) © 3Jan51; KK58612.

Twin popsicle. Save bags, swell gifts. (Frozen confections) Poster. (1-P-1) © 3Jan51; KK58613.

LOWEBCO, INC. ©.

Adtex adds beauty to paint. (Paint additive) Label. © 11Jan51; KK57413.

LOWELL MANUFACTURING COMPANY ©.

A finger-flick changes the spray. Lowell Duo-Spray continuous sprayer. Label. © 31Oct48; KK58662.

Lowell certified quality sprayers and dusters. 30 p. (Catalog 55) © 1May51; KK62461.

LOY, Percy W., d.b.a. Kubla Khan Food Company. SEE Kubla Khan Food Company.

LUDWIG BAUMANN ©.

Summer preview. (Furniture, housewares and clothing) Pamphlet. © 11May51; KK61829.

LUKENS STEEL COMPANY ©.

Clad steel heads; price list. 18 p. © 20Dec50; KK57061.

50 o/o cut in down time; typical of the advantages you can expect from a custom-built machine. (Rotary press machine) Sheet. © 7Jun51; KK62869.

Pointers to greater profits. Lukenweld drying or flaking machines. Folder. (555) © 22Jan51; KK58205.

Stone Hog operating instructions and parts manual. (Apparatus for disintegrating solids) 19 p. © 27Apr51; KK62806.

Stone problem eliminated! Stone Hog digs, crushes, redeposits, all in in one operation. (Apparatus for disintegrating solids) Folder. © 27Apr51; KK62807.

LUMBER DEALERS, INC. ©.

LDI store modernization service, sect. J, p. 6-9. (Store fixtures, display fixtures, etc.) Sheets. © 2Dec50; KK57535.

LYNDONVILLE CANNING COMPANY, INC. ©.

VB, Visscher Brothers, old fashioned apple sauce. Label. © 1Sep50; KK57591.

LYNN (GLADYS) DESIGNS ©.

It's a magazine rack. It's a paper bag rack. It's a Gladrak. Sheet. © 12Jul49; KK57782.

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Patti Lynn's Beauti-Pak. (Cosmetics) Label. © 6Apr51; KK62679.

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Plextone multi-colored finish. (Coating compositions) Label. © 1Aug50; KK58279.

MC CANN, DOROTHY B. ©.

Do's and don'ts of radio writing. Vaseline. (Toiletries) 15 p. © 12Jan51; KK59448.

MACCORKLE (DANIEL SWINK) COMPANY ©.

Subject index to catalog no. 2. (Compression connectors & cable joints) 7 sheets. © 15Feb50; KK57075.

MCCORMICK AND COMPANY, INC. ©.

Banquet instant mix hot chocolate. Label. © 28Sep50 (in notice: 1949); KK62781.

Banquet pure lemon emulsion. Label. © 9Jun49; KK62206.

McCormick crushed red peppers. Label. © 25Jun51; KK63130.

McCormick double superfine mustard. Label. © 28Jun51; KK63141.

Schilling dehydrated celery flakes. Label. © 30Apr49; KK60564.

Schilling dehydrated mixed vegetable flakes. Label. © 30Apr49; KK60562.

Schilling dehydrated onion flakes. Label. © 30Apr49; KK60565.

Schilling dehydrated parsley flakes. Label. © 30Apr49; KK60563.

Schilling food colors. Label. © McCormick & Co., inc., also d.b.a. A. Schilling & Co.; 1May50; KK58729.

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Schilling imitation banana extract. Label. © 1May50; KK60376.

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Schilling imitation maple flavor. Label. © 1May50; KK60372.

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Schilling imitation raspberry extract. Label. © 1May50; KK60379.

Schilling imitation rum extract. Label. © 1May48; KK60097.

Schilling imitation strawberry extract Label. © 1May50; KK60374.

Schilling orange food color. Label. © 1May50; KK60384.

Schilling pure almond extract. Label. © 1May50; KK60381.

Schilling pure anise extract. Label. © 28Apr48; KK60096.

Schilling pure lemon extract. Label. © 1May50; KK60382.

Schilling pure mint and peppermint extract. Label. © 1May50; KK60380.

Schilling pure orange extract. Label. © 1May50; KK60373.

Schilling pure wintergreen extract. Label. © 1May50; KK60375.

Schilling red food color. Label. © 30Apr49; KK60117.

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Silver Medal salad dressing. Label. © 1May51; KK62245.

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Super Service paints, enamels, varnishes for protection and beauty. Label. © 15Oct50; KK57343.

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The dye dabbler. (Dyeing hooked rug designs, etc.) Sheet.
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MCGRAW ELECTRIC COMPANY ©.

Inside facts. Toastmaster. (Water heaters) Pamphlet. (201C) © 2Mar51; KK59430.

MCGRAW ELECTRIC COMPANY. Clark Division ©.

Team up with Toastmaster for full-line water heater profits. [From Electrical merchandising, Jan. 1951, p. 165] Sheet. © 29Dec50 (in notice: 1951); KK58200.

Team up with Toastmaster, for water heater name acceptance. Scotch Knight automatic gas water heaters. [From Electrical merchandising, Feb. 1951, p. 109] Sheet. (52) © 1Feb51; KK60590.

Toastmaster's new Commander electric water heater. [From Successful farming, Mar. 1951, p. 136] Sheet. (53) © 23Feb51; KK60589.

MCGRAW ELECTRIC COMPANY. Toastmaster Products Division ©.

Fast food service brings folks back. Toastmaster. [From Chain store age, Fountain-restaurant ed., Jan. 1951, p. 28] (Roll and food warmer) Sheet. (625) © 29Dec50 (in notice: 1951); KK58218.

First choice with customers and retailers alike, the Toastmaster toaster. [From Electrical dealer, Apr. 1951, p. 39] Sheet. © 2Apr51; KK61678.

For profits that will please you, Toastmaster products. [From Chicago Restaurant Association buyers' edition guide, 1951, p. 35] (Toasters and waffle baker) Sheet. (615) © 27Dec50 (in notice: 1951); KK60591.

Gratitude guaranteed. Toastmaster. [From Good housekeeping, May 1951, p. 143] (Toasters) Sheet. © 21Apr51; KK62262.

Keeps foods hot and oven-fresh for hours. Toastmaster roll and food warmers. [From Institutions magazine, Apr. 1951, p. 120] Sheet. © 2Apr51; KK61674.

The long and short of it. Toastmaster toasters. [From Electrical dealer, Mar. 1951, p. 31] Sheet. (628) © 1Mar51; KK60598.

Mirror of America at mealtime. Toastmaster. [From Good housekeeping, Apr. 1951, p. 189] (Toasters) Sheet. © 21Mar51; KK62264.

Serve every slice of toast hot and delicious. Toastmaster. [From Journal of the American Dietetic Association, Feb. 1951, p. 81] (Toasters) Sheet. © 9Feb51; KK60595.

A service to all Toastmaster dealers. [From Electrical dealer, Jan. 1951, p. 13] (Toasters) Sheet. (621) © 29Dec50 (in notice: 1951); KK58219.

Specially cooked foods are kept constant in weight, color and flavor. Toastmaster roll and food warmers. [From the Modern hospital, Mar. 1951, p. 117] Sheet. (629) © 1Mar51; KK60593.

Toast more than 16 slices per minute. Toastmaster. [From College & university business, Nov. 1950, p. 61] Sheet. (614) © 8Nov50; KK58213.

A toaster for every hospital need. Toastmaster. [From Hospital purchasing file, 1950-51 annual, p. B-19] Sheet. (595) © 27Nov50; KK58216.

A toaster size for every need. Toastmaster. [From Institutions catalog directory, 1951, p. 71] (Toasters, roll and food warmers, waffle bakers) Sheet. (611) © 28Dec50; KK60592.

Toastmaster gifts. [From Saturday evening post, Dec. 9, 1950, p. 13] (Toaster, etc.) Sheet. © 6Dec50; KK58215.

Toastmaster roll and food warmers. [From American restaurant magazine, May 1951, p. 26-27] Sheet. © 10May51; KK62263.

Toastmaster roll and food warmers speed service and cut labor costs. [From Restaurant management, Mar. 1951, p. 55] Sheet. © 5Mar51; KK61675.

Toastmaster, the ability to plan, the facilities to produce. (Toasters, roll and food warmers) 17 p. © 13Apr51; KK61680.

Toastmaster toaster flexibility. [From American restaurant, Jan. 1951, p. 20-21] Sheets. © 8Jan51; KK58214.

Toastmaster toaster flexibility fits cafeteria needs perfectly ... [From Restaurant equipment dealer, Feb. 1951, p. 36-37] Sheets. (624) © 25Jan51; KK60596.

Toastmaster toasters help "Harvey's Drive-In" serve up to 4800 customers every 24 hours. [From American restaurant, Mar. 1951, p. 30-31] Sheet. © 10Mar51; KK61676.

Toastmaster toasters help "Harvey's Drive-In" serve up to 4800 customers every 24 hours. Mr. Restaurant equipment salesman. [From Restaurant equipment dealer, Apr. 1951, p. 4-5] Sheet. © 26Mar51; KK61677.

Toastmaster toasters help The Diamonds maintain daily turnover ... [From Restaurant equipment dealer, Dec. 1950, p. 12-13] Sheets. © 24Nov50; KK58217.

Toasts more than 500 half-buns an hour. Toastmaster bun toaster. [From Institutions magazine, May 1951, p. 7] Sheet. © 1May51; KK61679.

Two ways to lose an argument with your appetite. Toastmaster automatic pop-up toaster. [From Better homes & gardens, Mar. 1951, p. 190] Sheet. (617A) © 23Feb51; KK60599.

The wise toaster choice for now and the future. The Toastmaster toaster. [From American restaurant magazine, Feb. 1951, p, 30] Sheet. © 9Feb51; KK60594.

The wise toaster choice for now and the future. Toastmaster automatic pop-up toasters. [From Fountain service, Feb. 1951, p. 49] Sheet. © 10Feb51; KK60597.

You're almost sure to get a Toastmaster toaster. [From the Brides magazine, summer 1951, p. 163] Sheet. © 30Apr51; KK62307.

MCINTOSH, HELEN M. ©.

Drippy the raindrop. (Ceramic miniatures) Pamphlet. © 26Apr51; KK63049.

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Background for confidence. Your drug store. [From Life, Mar. 26, 1951, p. 12] (Drug store merchandise) Sheet. © 23Mar51; KK61700.

For your very personal needs. Your drug store. [From Life, Apr. 9, 1951, p. 15] (Drug store merchandise) Sheet. © 6Apr51; KK61701.

Here you'll find old-fashioned courtesy in a modern setting, your drug store. Pro-phy-lac-tic. Alka-Seltzer. Richard Hudnut. Tampax. Sheet. © 21Feb51; KK58789.

McKesson book of sundries, 1951. 208 p. © 12Mar51; KK60781.

Public choice no. 1. Your drug store. [From Life, Apr. 23, 1951, p. 15] (Drug store merchandise) Sheet. © 20Apr51; KK61702.

Sunday, Monday and always, your drug store gives untiring service that never lets you down. Anahist. Wildroot Cream-Oil. Ace. Lavoris. Sheet. © 21Feb51; KK58791.

When you forget to remember. Your drug store. [From Life, May 7, 1951, p. 93] (Drug store merchandise) Sheet. © 4May51; KK61703.

When your family needs a friend, your drug store lends a helping hand, in a hurry. Vicks VapoRub. Serutan. Eversharp Schick injector. Johnson & Johnson. Sheet. © 21Feb51; KK58792.

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Company coming. Company arrived. Moedapter lighting in a jiffy. Moe light valance for dramatic effect. [From the Saturday evening post, May 5, 1951, p. 152-153] Sheet. © 5May51; KK61982.
Confidential dealers' price & buying index. Moe Light. (Lighting fixtures) Pamphlet. (111-A) © 26Feb51; KK59620.
Confidential dealers' price list & buying index. Effective Jan. 24, 1951. Sheet. (Form no. 133A, job no. 28094) © 4May51; KK62086.

Dealer-confidential price schedule and special deal information on Moe light display units. Sheet. (051-1) Sheet. © 11Aug50; KK60670.

Dealer - confidential price schedule and special deal information on Moe Light display units. Sheet. (Form no. 113-A. Job no. 27675) © 20Feb51; KK61732.

Display deal, M-5037. (Light fixtures) Sheet. (114-B) © 7Mar51; KK60671.

Display deal, M-5037. Moedapter lighting fixtures. Label. (Form no. 331730, job no. 27696) © 21Feb51 (in notice: 1950); KK62009.

Fluorescent desk lamp. [Catalog sheet] Moe Light. Sheet. (Form no. 0741. Job no. 26942) © 7Jan50; KK61735.

How to add personality to your rooms with valance lighting by Moe Light. (Valance units) Folder. (Form no. 105. Job no. 27394) © 18Jan50; KK61727.

Instructions for attaching Moe Light traverse rods or curtain rods to your valance unit. Folder. (Form no. 331509. Job 26229) © 2Oct50; KK61729.

Instructions for mounting Moe Light valance units. Folder. (Form no. 331505. Job no. 27306) © 1Jan50; KK61736.

Lots of cool light where you want it. Fluorescent bed lamp, M-418. Sheet. (044-1) © 15Oct50; KK60669.

M-77 lamp holder. [Catalog insert] Moe Light. Sheet. (Form no. 087. Job no. 25825) © 14Oct50; KK61737.

M-5037 display deal. [Catalog page] Moe Light. Sheet. (Form no. 114-A. Job no. 27781) © 22Feb51; KK61738.

Moe Light. (Lighting fixtures) Pamphlet. (046) © 1Jun50; KK57722.

Moe Light. [Parcel post labels] Label. (Job no. 25805) © 4Oct50; KK61733.

Moe Light packaged-lighting department. Your key to new profits from waste space! [From Electrical merchandising, Aug. 1950, p. 54-55] (Lighting fixtures) Sheet. © 1Aug50; KK57026.

Moe light spare parts unit, M-5990. Label. (Job no. 27631, pt. no. 331712) © 23Feb51 (in notice: 1950); KK62010.

Moedapter [light display deal stuffer] A product of Moe Light. (Moedapter lights) Folder. (Form no. 123-B. Job no. 27741) © 3May51; KK61728.

Recommended Moe Lights for "light-conditioned homes". [Catalog sheet] Sheet. (Form no. 095. Job no. 26328) © 16Nov50; KK61739.

Retail price list & buying index. Moe Light. (Lighting fixtures) Sheet. (112-A) © 15Feb51; KK59621.

Temporary suggested dealer price list. Moe Light. Sheet. (Form no. 041-A-1. Job no. 27484) © 2Jan50; KK61734.

There's a job to be done! Moe light. [War brochure] 11 p. (096) © 16Nov50; KK60672.

Valance lighting. Confidential dealers' price list & buying index. Moe Light. Sheet. (Form no. 102-A. Job no. 27551) © 18Jan50; KK61731.

Valance lighting. Retail price list & buying index. Moe Light. Sheet. (Form no. 101. Job no. 27551) © 18Jan50; KK61730.

Wholesaler's price list & buying index. Moe Light. (Lighting fixtures) Pamphlet. (110-A) © 15Feb51; KK59622.

MOJUD HOSIERY COMPANY, INC. ©.

Did you know, that Mojud Thigh-Mold comes in 60 gauge, 15 denier. (Ladies' hosiery and lingerie) Sheet. © 15Apr51; KK61320.

Heart Throb. A beautiful bed-time story told in two nylon tricot versions. Mojud. (Lingerie) Sheet. © 15Dec50 (in notice: 1951); KK58193.

Lingerie fashions by Mojud. Spring-summer 1951. Illustrated price list. (Ladies' lingerie) 26 p. © 15Jan51; KK61319.

Mojud Frillies, the cloud-soft elasticized panty that moulds to your figure. [From American weekly, Oct. 15, 1950] Sheet. © 15Oct50; KK59398.

Mojud Riviera 60 gauge stockings with the dark dazzling seam ... [From the New York times, Mar. 18, 1951, p. 44] Sheet. © 18Mar51; KK60077.

Mojud, the stocking with Magic Motion in the knit for perfect fit. (Ladies' hosiery) Sheet. © 9Mar51; KK59532.

Mojud, the stockings that give and can take it. Sheet. © 6Oct50; KK59377.

No more sighs about your thighs, with Mojud Thigh-Mold stockings. [From New York times magazine] Sheet. © 22Apr51; KK61318.

Now, America's most famous walking stocking becomes a glamour stocking, too. Thigh-Mold by Mojud. [From the New York times, Mar. 4, 1951, p. 44] Sheet. © 4Mar51; KK59823.

Sheers, ultra sheers, non-run sheers, all with dark slimming seams by Mojud. (Ladies' hosiery) Sheet. © 6May51; KK62188.

There's double the wear in the second pair. (Ladies' hosiery) Sheet. © 1Nov50; KK57129.

There's double the wear in the second pair; Mojud hosiery, lingerie. Sheet. © 15Feb51; KK59531.

To make it merry, make it Mojud. [From the New York times magazine, Nov. 26, 1950, p. 29] (Ladies' hosiery and lingerie) Sheet. © 26Nov50; KK59076.

You don't need mistletoe when you give Mojud stockings. [From American weekly, Dec. 10, 1950] Sheet. © 10Dec50; KK59372.

Your Mojuds are the stockings with Magic-Motion in the knit for perfect fit. Sheet. © 12Mar51; KK59584.

You've never been so beautifully free; strapless, boneless, priceless comfort. The Mojud Year-Rounder slip. [From the New York times magazine, Apr. 8, 1951, p. 38] (Lingerie) Sheet. © 8Apr51; KK60577.

MOLLER, Clifford B., d.b.a. Precision Machine Company. SEE Precision Machine Company.

MOLNAR, Helen & Lawrence G. Timeus, operating under trade name of Gro-Wel Co. SEE Gro-Wel Co.

MOLZAHN, WALTER AUGUST ©.

Designs of wafer cake tops. [12 variations] Card. (5-6, 33, etc.) © 8Dec50; KK57031.

MONARCH BREWING COMPANY ©.

Monarch beer. Label. © 18Oct50; KK57781.

MONARCH MANUFACTURING WORKS, INC. ©.

Monarch oil burner nozzles. Folder. © 1Apr51; KK60865.

MONEYBACK Smiths and Smiths, d.b.a. Smiths. SEE Smiths.

MONGELLI, LEO and E. H. Leftwich, d.b.a. Leftwich and Mongelli Enterprises. SEE Leftwich and Mongelli Enterprises.

MONSANTO CHEMICAL COMPANY ©.

Rez. (Wood sealer & primer) Label. © 11Jun51; KK62921.

MONSEN-CHICAGO, INC. ©.

Price list and unit count check chart. (Typography) Folder.
© 25Jan51; KK58184-58185.
© 31Jan51; KK58209-58210.

MONTAGUE, JOHN J., and Walter M. Finn, copartners, d.b.a. Nail Care Laboratories. SEE Nail Care Laboratories.

MONT-O-MIN SALES CORPORATION ©.

Mont-O-Min mineral tablets. Label. © 30Jan51; KK60397.

MOOG INDUSTRIES, INC. ©.

Another Moog first! Special offset pivot shaft kits. [From Automotive digest, Feb. 1951, p. 19] (Automotive parts) Sheet. (K35-S) © 15Feb51; KK62497.

Improved design means improved performance. Moog. [From Automotive digest, Apr. 1951, p. 19] (Automotive parts) Sheet. (K136) © 15Apr51; KK62499.

Moog coil springliner. (Automobile springs) Sheet. © 28Dec50; KK62125.

Moog overload springs. (Auto and truck springs) 10 p. (OV-10) © 1Apr51; KK62126.

MOOG INDUSTRIES, INC. Moog Piston Ring Division ©.

Fleet owners have made Moog X-Plus, America's fastest growing ring line. [From Motor age, Dec. 1950, p. 9] (Piston rings) Sheet. © 10Dec50; KK62127.

Have you tried 5-572? Moog piston ring set. [From Automotive digest, Oct. 1950, p. 70] Sheet. © 15Oct50; KK57369.

Moog X-plus piston ring set, brings back full power in Ford & Mercury motors. [From Automotive digest, Mar. 1951, p. 11] Sheet. (5-521A) © 15Mar51; KK62498.

When there's a job to be done, you can count on the "Old Pros" if you're installing rings in Chevrolet automobiles ... Moog X-plus. [From Automotive digest, Jan. 1951, p. 34] (Piston rings) Sheet. © 15Jan51; KK62500.

You can only get this through Moog. [From Automotive digest, Sept. 1950, p. 34] (Automotive parts) Sheet. © 15Sep50; KK57371.

MOOG INDUSTRIES, INC. Moog Piston Ring Division ©. Cont'd.

You can only get these through Moog. [From Automotive digest, Nov. 1950, p. 25] (Automotive parts) Sheet. © 15Nov50; KK57370.

MOORE (JOHN HUDSON), INC. ©.

Solid satisfaction. Toddy Stick. (Shave lotion) Sheet. © 14Dec50; KK58270.

MORAN SHOE COMPANY ©.

Proper care of baby's feet. (Baby shoes) Folder. © 15Apr51; KK61724.

MOREY-PEARCE, INC. ©.

Panchito, the little burro who could not bray. A Capitol Tele-Talkie. (Phonograph records) Label. (DAT 3087) © 14Feb51 (in notice: 1950); KK59683.

MORLEY ENTERPRISES, INC. ©.

Twiddle towel toys. Sheet.

Benny Bear. © 22Mar51; KK60934.

Eli Elephant. © 22Mar51; KK60935.

Snoopy Snow Man. © 22Mar51; KK60936.

Peppermint cane. © 22Mar51; KK60937.

MORRELL, RICHARD H. ©.

Elite frozen foods. Label. © 19Mar51; KK59650.

MORRISON STEEL PRODUCTS, INC. ©.

Another Mor-Sun first. (Domestic furnace) Folder. (Bull. 51-4-A) © 4May51; KK61778.

Carrie comes thru for the U. S. A. Morrison carry-all. (Automotive service body) Folder. (Bull. no. B51-1-A) © 13Feb51; KK58590.

For more sales, more profits, here are 8 ads, for more Roly-Door sales. (Garage doors) Sheet. (Bull. D51-1-A) © 30Mar51; KK60191.

Mor-Sun pressed steel counter flow furnaces for radiant warm air heating. Folder. (Bull. 51-8-A) © 14Jun51; KK62839.

Mor-Sun pressed steel high-input gas fired utility furnace. (Domestic furnace) Folder. © 27Apr51; KK61249.

Mor-Sun pressed steel winter air-conditioners for gas and oil. (Domestic furnace) Folder. © 19Apr51; KK60946.

Mor-Sun radiant warm air heating counter flow furnaces. (Domestic furnace) Sheet. (Bull. 51-3-A) © 16Apr51; KK61387.

Mor-Sun suggested design procedure and construction details for radiant warm air heat. (Domestic furnace) Folder. (Bull. 51-7-A) © 19Jun51; KK62878.

9 ads to help you sell more Mor-Sun furnaces. (Domestic furnaces) Sheet. (Bull. 51-6-A) © 10Apr51; KK60859.

MORSE BOULGER DESTRUCTOR COMPANY ©.

Hearth type destructors with long tortuous gas travel. 4 p. © 13Mar51; KK59582.

MOTHER'S Day Trade Division of American Mothers Committee, inc. SEE American Mothers Committee, inc. Mother's Day Trade Division.

MOTLOID COMPANY, INC.

45/75 impression media. (Denture material) Label. © The Motloid Co., inc.; 16May51; KK62632.

MOTOR PRODUCTS CORPORATION Deepfreeze Appliance Division ©.

Announcing the brand new 1951 Deepfreeze. [From Retailing daily, Jan. 12, 1951, p. 56] (Refrigerator) Sheet. © 12Jan51; KK57658.

Appliance dealers wanted. Deepfreeze. [From Retailing daily, Jan. 26, 1951, p. 32] Sheet. © 26Jan51; KK58238.

Boost refrigerator sales; sign the franchise with a future. Deepfreeze. [From Electrical merchandising, Mar. 1951, p. 30-31] Sheet. © 1Mar51; KK59831.

Boost your refrigerator sales. PDQ, Profits Develop Quickly. Deepfreeze refrigerators. [From Retailing daily, Feb. 9, 1951, p. 32] Sheet. © 9Feb51; KK58644.

Deepfreeze has the brand new 1951 refrigerator you will sell P.D.Q. Promote Deepfreeze quick. [From Retailing daily, Feb. 16, 1951, p. 32] Sheet. © 16Feb51; KK58831.

Every appliance dealer should read these 8 pages. Deepfreeze. [From Electrical merchandising, Jan. 1951, p. 113-120] (Electrical appliances) Sheets. © 1Jan51; KK57404.

Exclusive Deepfreeze refrigerator sales features. [From Electrical merchandising, June 1951, p. 114-115] Sheet. © 1Jun51; KK62744.

First National Food Bank. Deepfreeze home freezers. [From Better homes & gardens, Feb. 1951, p. 156] Sheet. (328) © 26Jan51; KK57913.

Food bank. Here's one bank that is open Christmas day! [From House beautiful, Dec. 1950, p. 17] (Food freezer) Sheet. © 20Nov50; KK57326.

Food bank. This modern woman never shops in bad weather. Deepfreeze. [From the Saturday evening post, Jan. 20, 1951, p. 11] (Home freezer) Sheet. (327) © 17Jan51; KK57659.

Here is the most important door in your store. Deepfreeze refrigerators. [From Retailing daily, Mar. 23, 1951, p. 28] Sheet. (RD-22468) © 23Mar51; KK60116.

Here is the most important door in your store; these superior Deepfreeze features mean better living for consumers, more sales for you. [From Electrical merchandising, Apr. 1951, p. 38-39] (Refrigerator) Sheet. © 1Apr51; KK61012.

Here it is. Deepfreeze refrigerator. [From Electrical merchandising, Feb. 1951, p. 8-9] Sheets. © 1Feb51; KK59643.

Here's your new refrigerator sales star for '51. Deepfreeze refrigerator. [From Furniture age, Feb. 1951, inside back cover p.] Sheet. © 1Feb51; KK58645.

How to make money P.D.Q. Push Deepfreeze Quality. [From Retailing daily, Nov. 17, 1950, back cover p.] (Refrigerators, ranges, etc.) Sheet. © 17Nov50; KK57324.

Locker operators should sign this franchise P.D.Q. Partners Don't Quit. [From Locker management, Nov. 1950, p. 3] (Refrigerators, ranges, etc.) Sheet. © 28Oct50; KK57327.

P.D.Q. A tremendous opportunity for you! Progressive Dealers Qualify. [From Electrical merchandising, Nov. 1950, p. 86-87] (Refrigerators, ranges, etc.) Sheet. © 1Nov50; KK57325.

Queen of the May values! Deepfreeze, makers of the world's finest home freezers. [From Chicago Sunday tribune, May 26, 1951, p. 11] (Refrigerator) Sheet. © 26May51; KK62932.

Sign the franchise with a future. PDQ, people decide quickly. Deepfreeze refrigerators. [From Retailing daily, Feb. 2, 1951, p. 32] Sheet. © 2Feb51; KK59155.

Sign this franchise. Here's why public demand quadrupled. Deepfreeze. [From Electrical dealer, Jan. 1951, p. 24; 25] (Electrical appliances) Sheet. (287) © 1Jan51; KK57403.

Sign this franchise P.D.Q. Progressive Dealers Qualify. [From Retailing daily, Nov. 24, 1950, p. 48] (Refrigerators, ranges, etc.) Sheet. © 24Nov50; KK57546.

So wonderful to live with. [From Better homes and gardens, Apr. 1951, p. 110] (Refrigerator) Sheet. © 26Mar51; KK61014.

Take your cue, P. D. Q. [From Retailing daily, Apr. 6, 1951, p. 28] (Refrigerator) Sheet. © 6Apr51; KK61013.

We're giving the biggest trade-ins in town, on the new big-value refrigerators by Deepfreeze. [From Chicago Sunday tribune, June 2, 1951, p. 6] Sheet. © 2Jun51; KK62933.

We're giving the biggest trade-ins in town, on the new refrigerator by Deepfreeze. [From Chicago Sunday tribune, June 16, 1951, p. 9] Sheet. © 16Jun51; KK62934.

MOTOR WHEEL CORPORATION ©.

Known by the company it keeps. Duo-Therm. [From Trailer life, Mar. 1951, p. 5] (Heaters) Sheet. (182) © 1Mar51; KK61098.

Load builders you can live with. Duo-Therm LP gas floor furnaces with the 3 big extras. [From Butane-propane news, Apr. 1951, p. 6] (Automatic heater) Sheet. (184) © 25Mar51; KK63001.

Now! A floor furnace designed with your problems in mind. Duo-Therm. [From Southern plumbing and heating retailer, Apr. 1951, p. 5] (Automatic heater) Sheet. (187) © 10Apr51; KK63000.

Why better trailer manufacturers buy, Duo-Therm famous-feature trailer heaters. [From Trailer topics, June 1951, p. 5] Sheet. (183) © 15May51; KK63002.

MOTOR WHEEL CORPORATION. Duo-Therm Division ©.

Duo-Therm announces ... the new Imperials. [From Electrical merchandising, Jan. 1951, p. 64] (Automatic heaters) Sheet. (180) © 1Jan51; KK60619.

Featured in famous trailers. Duo-Therm. [From Trailer topics, Feb. 1951, p. 5] (Automatic heater) Sheet. (181) © 15Jan51; KK60618.

Home heater value of the year $69.95. Duo-Therm, always the leader. [From Farm journal, Nov. 1950, p. 132] (Automatic heater) Sheet. (168A) © 16Oct50; KK58446.

New smartness in gas home heaters. New value in gas floor furnaces. Duo-Therm, always the leader. [From Holland's, Dec. 1950, p. 23] (Automatic heater) Sheet. (165) © 5Nov50; KK59006.

Now. Work-free, low-cost heat Duo-Therm style. [From Holland's, Nov. 1950, p. 36-37] (Automatic heater) Sheet. (163) © 1Oct50; KK58435.

MOUNT AIRY KNITTING COMPANY ©.

All dressed for summer in Spencer's. [From True story, June 1951, p. 126] (Children's underwear) Sheet. © 10May51; KK62527.

All set for a happy holiday in Spencer's. [From True story magazine, Dec. 1950, p. 12] (Children's underwear) Sheet. © 15Nov50; KK57077.

Build up your stock for fall selling of Spencer's new-neckline shirts. [From Chain store age magazine, May 1951, p. 104] (Children's underwear) Sheet. © 20Apr51; KK62526.

Honestly, we love Spencer's. [From True story, Feb. 1951, p. 115] (Children's underwear) Sheet. (60) © 10Jan51; KK60732.

Merry Christmas from Spencer's babies. [From Chain store age, Dec. 1950, p. 58] (Children's underwear) Sheet. © 7Dec50; KK59357.

No fooling, Spencer's are a must with us. [From True story, Apr. 1951, p. 26] (Children's underwear) Sheet. (62) © 10Mar51; KK60733.

On the road to volume sales with Spencer's double-thick panties. [From Chain store age, Feb. 1951, p. 154] Sheet. © 7Feb51; KK59358.

Saucy as a shamrock in our Spencer's. [From True story, Mar. 1951, p. 79] (Children's underwear) Sheet. (61) © 10Feb51; KK60734.

Sleigh bells ring for Spencer's. [From True story, Jan. 1951, p. 18] (Children's underwear) Sheet. © 10Dec50 (in notice: 1951); KK57984.

Spencer's May party. Spencer's baby undies are comfortable. [From True story magazine, May 1951, p. 122] Sheet. © 10Apr51; KK61818.

Spring sales. Stock Spencer's new-neckline shirts. Spencer's baby undies are comfortable. [From Chain store age, Apr. 1951, p. 96] Sheet. © 7Apr51; KK61817.

MOVADO WATCH AGENCY, INC. ©.

For a date with time self-winding calendar watch. [From the New Yorker, Apr. 14, 1951, p. 137] (Watches) Sheet. © 12Apr51; KK60954.

The most desired watch of all. Movadó. [From the New Yorker, June 2, 1951, p. 65] Sheet. © 31May51; KK62613.

The most desired watch of all. Movadó. [From Vogue, May 1, 1951, p. 186] Sheet. © 1May51; KK61489.

Open it, close it, it's wound. [From the New Yorker, May 12, 1951, p. 99] (Watches) Sheet. © 10May51; KK62054.

MOVIE MITE CORPORATION ©.

Give endless entertainment and education; Movie-Mite. [From Agricultural leaders' digest, Nov. 1949, p. 51] (Motion picture projector) Sheet. © 28Nov49 (in notice: 1945); KK58848.

MRIZEK BAKERS, INC. ©.

Kay Cee white bread. Label. © 16Mar51; KK61069.

MUELLER (C. F.) COMPANY ©.

Mueller's baby egg Pastina. (Alimentary paste product) Label. © 25May51; KK62462.

MULLINS MANUFACTURING CORPORATION ©.

Completely modernize dishwashing with the Youngstown kitchens Jet-Tower dishwasher. [From Coronet, Dec. 1950, p. 128] Sheet. (428) © 21Nov50; KK58308.

How does your kitchen measure up to this ideal? Youngstown kitchens. [From Progressive farmer, June 1951, p. 2 of cover] (Steel kitchens) Sheet. (472) © 29May51; KK63020.

How to plan your dream kitchen. Send for these newest planning ideas. Youngstown kitchens. [From McCall's, Apr. 1951, p. 109] Sheet. (462) © 30Mar51; KK61886.

New. Greatest helpers in kitchen history. Youngstown kitchens. [From Coronet, Oct. 1950, p. 21] Sheet. (408) © 26Sep50; KK58309.

New! Greatest helpers in kitchen history. Youngstown kitchens. [From Good housekeeping, Oct. 1950, p. 180-181] Sheets. (406) © 25Sep50; KK57690.

New Youngstown Kitchens Jet-Tower dishwasher completely modernizes dishwashing. [From Life, Feb. 12, 1951, p. 82-83] Sheets. (447) © 10Feb51; KK58608.

This kitchen luxury can really be yours. Exclusive Youngstown kitchens Cusheen ... [From Better homes & gardens, Apr. 1951, p. 235] Sheet. (460) © 19Mar51; KK61885.

This kitchen luxury can really be yours. Remarkable Youngstown kitchens Cusheen ... [From Household, Apr. 1951, p. 51] Sheet. (461) © 19Mar51; KK61888.

This kitchen luxury can really be yours. Youngstown. [From Ebony, May 1951, p. 90] Sheet. © 30Mar51; KK61084.

World's most modern kitchen; Youngstown kitchens. [From Ebony, Feb. 1951, p. 19] Sheet. (449) © 17Jan51; KK58425.

World's newest kitchen ideas, priced right for you. All the features ... Youngstown kitchens. [From Coronet, Mar. 1951, p. 19] Sheet. (445) © 3Mar51; KK61887.

World's newest kitchen ideas, priced right for you. [From Successful farming, Jan. 1951, p. 31] Sheet. (442-A) © 3Jan51; KK58973.

World's newest kitchen ideas, priced right for you. Here they are. Youngstown kitchens. [From Paulding progress, Jan. 18, 1951, p. 8] Sheet. (446) © 18Jan51; KK61883.

World's newest kitchen ideas, priced right for you. Youngstown kitchens. [From Farm & ranch/southern agriculturist, Feb. 1951, p. 69] Sheet. (443-B) © 29Jan51; KK58310.

World's newest kitchen ideas, priced right for you. Youngstown Kitchens. [From Good housekeeping, Mar. 1951, p. 190] Sheet. (444) © 26Feb51; KK59347.

World's newest kitchen ideas, priced right for you. Youngstown Kitchens. [From House beautiful, Feb. 1951, p. 131] Sheet. (442) © 16Jan51; KK58609.

World's newest kitchen ideas; priced right for you. Youngstown Kitchens. [From McCall's, Feb. 1951, p. 91] (Steel kitchens) Sheet. (443) © 29Jan51; KK58432.

Youngstown Kitchens Jet-Tower dishwasher completely modernizes dishwashing. [From Sunset, Oct. 1950, p. 103] (Steel kitchens) Sheet. (416) © 9Oct50; KK58431.

Your best kitchen values ever! Youngstown kitchens. [From Better homes & gardens, Feb. 1951, p. 140-141] Sheet. © 18Jan51; KK58304.

Your biggest kitchen values ever. Youngstown kitchens. [From Household, Jan. 1951, p. 18-19] Sheets. (436) © 18Dec50; KK57689.

MULTISTAMP COMPANY, INC.

Solved our marking problem, say users everywhere. Multistamp stencil duplicator. [From Flow, Jan. 1951, p. 63] Sheet. © The Multistamp Co., inc.; 28Dec50; KK58896.

MUNICIPAL SHOE COMPANY, INC. ©.

Bronco Billy. (Shoes) Label. © 15Dec50; KK57040.

MURPHY, EARL OLANDIA ©.

Make house work easy. (Floor waxer, dustmop) Sheet. © 21Mar51; KK59597.

MUTSCHLER BROTHERS COMPANY, INC. ©.

Mutschler equipment especially designed for homemaking departments. (Filing cases, storage cabinets, tables) Folder. © 8Mar51; KK62015.

Why America's leading architects specify Porta-Bilt custom hardwood kitchens. (Kitchen cabinet units) Folder. © 20Mar51; KK62016.

MUTUAL CITRUS PRODUCTS COMPANY ©.

To make jams and jellies with M. C. P. concentrated pectin. Folder. © 31Mar51; KK61801.

MUTUAL PRODUCTS COMPANY ©.

Dependable Dairyade for better dairying; results speak louder than words. (Animal food) Sheet. © 10Feb49; KK57907.

N

NACHMAN (L.) AND SON, INC. ©.

Walk into it, button once, wrap and tie. Swirl. [From Today's woman magazine, Feb. 1951, p. 78] (Housedress) Sheet. © L. Nachman & Son, inc. (in notice: L. Nachman & Sons, inc.); 1Feb51; KK57420.

NAIL CARE LABORATORIES.

The new Nail Care twins help to correct brittle, split and slow growing fingernails. Label. © John J. Montague & Walter M. Finn, co-partners, d.b.a. Nail Care Laboratories; 1Aug50; KK62456.

NASH-KELVINATOR CORPORATION ©.

Let 'em suffer. Nash Airflyte. [From True, Jan. 1951, p. 4-5] (Automobile) Sheets. (N1-37) © 22Dec50; (in notice: 1951); KK60099.

NATIONAL Adhesives, Division of National Starch Products, inc. SEE National Starch Products, inc. National Adhesives Division.

NATIONAL ASSOCIATION OF ICE INDUSTRIES ©.

Why was I born? Be sure to have all the genuine ice you want. [From the Saturday evening post, Apr. 21, 1951, p. 138] Sheet. © 21Apr51; KK60821.

Why was I born? By Paul Dunn. You remembered everything else for a swell picnic, but plumb forgot to pick up the ice. [From the Saturday evening post, May 19, 1951, p. 160] Sheet. © 19May51; KK62132.

NATIONAL CARTOON SERVICE ©.

National Cartoon Service. Sheet. April. © 29Mar51; KK60400.

National Cartoon Service. No, no hurry, I'm supposed to pick up my mother-in-law ... Sheet. © 1Mar51; KK59651.

NATIONAL CARTOON SERVICE ©. Cont'd.

National Cartoon Service sample release. (Cartoons & mats) Sheet. © 1Feb51 (in notice: 1950); KK58392.

NATIONAL CHEESE COMPANY ©.

Now available in South Bend. It's here. Daisy brand whipped butter. [From Tribune, South Bend, Ind., Apr. 26, 1951, p. 20] Sheet. © 26Apr51; KK61720.

Redeem your Daisy brand whipped butter coupon. [From Tribune, South Bend, Ind., May 10, 1951, p. 18] Sheet. © 10May51; KK62251.

NATIONAL CYLINDER GAS COMPANY ©.

Here's a new oxygen control unit that's safer, easier to use. [From the Modern hospital, Dec. 1950, p. 21] (Oxygen therapy apparatus) Sheet. © 1Dec50; KK61809.

NATIONAL DAIRY PRODUCTS CORPORATION. Consolidated Products Company Division ©.

Are you starving your dog and don't know it? Barx dog food. [From Fort Wayne journal-gazette, Jan. 14, 1951, comic sect.] Sheet. © 14Jan51; KK59120.

NATIONAL GEOGRAPHIC SOCIETY ©.

Special books and decorative pictures. Folder. © 19Apr51; KK62371.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION ©.

How to plan & decorate masterpiece rooms. (Trade association oak flooring) 16 p. © 15Dec50; KK58706.

Oak floors welcome any style changes. [From American builder, Sept. 1948, p. 164] (Oak floors) Sheet. © 1Sep48; KK57049.

When you put in oak floors you're building reputation. [From American builder, May 1948, p. 201] (Oak floors) Sheet. © 1May48; KK57057.

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The color you like best is the right color for you. [From Better homes and gardens, Apr. 1951, p. 264] (Paints, varnishes, etc.) Sheet. © 25Mar51; KK61170.

Defense program for floors with paint. [From the School executive, Apr. 1951, p. 36] Sheet. © 25Mar51; KK60240.

For the defense of your property, keep an eye on the windows. [From Hotel management, Apr. 1951, p. 99] (Paints, varnishes, lacquers, enamels, etc.) Sheet. © 10Apr51; KK62478.

Good taste is reflected in your furniture. [From Time, Jan. 29, 1951, p. 65] (Paints, varnishes, etc.) Sheet. © 24Jan51; KK59365.

How to move walls with a paint brush. [From Hotel management, Feb. 1951, p. 36] (Paints, varnishes, etc.) Sheet. © 10Feb51; KK59833.

Looking for a competitive sales feature? Call your industrial finishes specialist. [From Products finishing, Feb. 1951, p. 34-35] (Paints, varnishes, etc.) Sheet. © 1Feb51; KK59834.

Paint! For the color you like, the protection you need. [From Pathfinder, May 16, 1951, p. 2] (Paints, varnishes, lacquers, enamels, etc.) Sheet. © 16May51; KK62480.

Speed at your production lines means speed to the front lines. [From Products finishing, Apr. 1951, p. 10-11] (Paints, etc.) Sheet. © 1Apr51; KK61746.

That will be $25,000,000, Madam. [From National painters magazine, Apr. 1951, p. 21] (Paints, etc.) Sheet. © 15Apr51; KK61745.

There may be a better way to apply your finishes; consult an industrial finishes specialist. [From Products finishing, May 1951, p. 36-37] (Paints, varnishes, lacquers, enamels, etc.] Sheet. © 15May51; KK62479.

There's power in paint to skyrocket sales. [From American lumberman & building products merchandiser, Feb. 10, 1951, p. 15] Sheet. © 10Feb51; KK59832.

There's power in paint, when you sell it. [From Western paint review, Mar. 1951, p. 13] Sheet. © 1Mar51; KK60239.

They both mean business from start to finish. [From Time, May 14, 1951, p. 41] (Paints, varnishes, lacquers, enamels, etc.) Sheet. © 14May51; KK62481.

Today's kitchen is built for many tomorrows. [From Business week, Apr. 7, 1951, p. 73] (Paints) Sheet. © 7Apr51; KK61174.

Toy plane or real thing, it's a fight to the finish! [From Time magazine, Apr. 16, 1951, p. 117] (Paints, etc.) Sheet. © 16Apr51; KK61744.

Want to cut finishing time? Call your industrial finishes specialist. [From Industrial finishing, Jan. 1951, p. 22-23] (Paints, varnishes, etc.) Sheet. © 18Jan51; KK59364.

Your electrical servants are finished performers. [From Time, Feb. 26, 1951, p. 99] (Paints, varnishes, etc.) Sheet. © 21Feb51; KK59835.

Your production lines are defense lines. Consult an industrial finishes specialist. [From Products finishing, Mar. 1951, p. 20-21] (Paint and allied products) Sheet. © 1Mar51; KK60238.

Yours alone, yours to protect, with paint. [From Better homes & gardens, May 1951, p. 247] (Paints, etc.) Sheet. © 1May51; KK61747.

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Its the new all electronic sealed raincoat zipper front. Label. © 30Mar51; KK61695.

NATIONAL PRESSURE COOKER COMPANY ©.

Give the gift that gives doubly delicious, extra nutritious meals. National Presto cookers. [From McCall's, Nov. 1950, p. 102] Sheet. © 24Oct50; KK62642.

NATIONAL RETAIL HARDWARE ASSOCIATION ©.

He helps make democracy work. (Hardware) Sheet. © 25Dec50 (in notice: 1951); KK62483.

NATIONAL SAFE TRANSIT COMMITTEE ©.

Pre-tested safe transit shipment. (Articles packaged to applicant's specifications) Label. © 17Oct49; KK61431.

NATIONAL SAFETY COUNCIL ©.

One look tells you it's grand. (Calendars) Pamphlet. © 1May51; KK62277.

NATIONAL STARCH PRODUCTS, INC. ©.

For prints that conceal, or prints that reveal. Ambertex M. [From American dyestuff reporter, May 28, 1951, p. 33] (Starch derivatives which aid printing on cloth) Sheet. © 28May51; KK63068.

Glue for antagonistic surfaces. [From Paper trade journal, Apr. 13, 1951, p. 15] (Adhesives) Sheet. © 13Apr51; KK62179.

Glue for disposable dishware. National. [From Business week, Feb. 24, 1951, p. 87] Sheet. © 24Feb51; KK60267.

Glue for paper weapons. National. [From Business week, Mar. 10, 1951, p. 78] Sheet. © 10Mar51; KK60268.

Glue that defies the elements. [From Business week, May 12, 1951, p. 130] (Adhesives) Sheet. © 12May51; KK62050.

Glue that plans our defense. [From Business week, June 23, 1951, p. 116] (Adhesives) Sheet. © 23Jun51; KK63145.

Starch for sunbright sparkle. National starches, adhesives. [From Business week, Mar. 31, 1951, p. 49] Sheet. © 31Mar51; KK60580.

NATIONAL STARCH PRODUCTS, INC. National Adhesives Division ©.

Palletize with National's Load-Lok adhesives. Weather proof, sure. Folder. © 6Apr51; KK60473.

NATIONAL TRADE CHEMICALS COMPANY.

New. Revolutionary. Terrific. Chemical spotting kit. (Chemicals) Sheet. © Louis Goldsmith, t.a. National Trade Chemicals Co.; 28Jan51; KK58455.

Super-master spotting chart. (Chemicals) Sheet. © Louis Goldsmith, t.a. National Trade Chemicals Co.; 26Mar51; KK62831.

NATIONAL WATER EQUIPMENT COMPANY ©.

This new plan gives you better soft water. National water conditioning. Folder. © 16Nov50; KK57499.

NATIONAL WELDING EQUIPMENT COMPANY ©.

This is the very finest welding equipment prudent dollars can buy. Pamphlet. (CW-1050-10) © 10Oct50; KK59105.

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NEAPOLITAN, Dominick, and Daniel Neapolitan, sole owners of D & D Distributors. SEE D & D Distributors.

NEIMAN-MARCUS COMPANY ©.

American broadtail in colors. [From Dallas morning news, Feb. 20, 1951, p. 1] (Fur coats) Sheet. © 20Feb51; KK61585.

Announcing a very special purchase of fine furs bringing you savings of one-third. [From the Dallas morning news, Jan. 18, 1951, p. 1, section 3] Sheet. © 18Jan51; KK58902.

Announcing the Neiman-Marcus once a year fur sale. [From The Dallas morning news, Dec. 31, p. 3-sec. 1] (Fur coats) Sheet. © 31Dec50; KK57839.

Be new take a mink stole on your trip. [From the Dallas morning news, Jan. 10, 1951, p. 14, section 3] Sheet. © 10Jan51; KK58904.

Beaver coat special, $995. [From the Dallas morning news, Jan. 19, 1951, p. 14, section 3] Sheet. © 19Jan51; KK58900.

Begins today: Neiman-Marcus once a year fur sale. [From The Dallas morning news, Jan. 2, 1951, p. 1-sec. 3] (Fur wraps) Sheet. © 2Jan51; KK57838.

Black mole. [From Dallas morning news, Mar. 23, 1951, p. 14] (Fur stoles) Sheet. © 23Mar51; KK61577.

Brand new mink design. [From Dallas morning news, Mar. 30, 1951, p. 14] Sheet. © 30Mar51; KK61575.

Christmas fur buy, beaver coats $995.00. [From The Dallas morning news, De. 19, 1950, p. 1-sec.3] (Fur coat) Sheet. © 19Dec50; KK57841.

Christmas mink from Neiman-Marcus. [From The Dallas Morning news, Dec. 17, 1950, p. 11] (Fur wraps) Sheet. © 17Dec50; KK57842.

Do I really need a fur for summer travel? [From Dallas morning news, Apr. 22, 1951, p. 2] Sheet. © 22Apr51; KK61570.

Fabulous minks from the land of enchantment. Neiman-Marcus; the two most exquisitely luxurious coats in our collection. [From the Dallas morning news, Dec. 2, 1949, Sect. 3, p. 1] Sheet. © 2Dec49; KK58690.

5 exquisite mink coats, each 5975.00 [sic From the Dallas morning news, May 13, 1951, p. 2, section 6] Sheet. © 13May51; KK61959.

For just one woman in all the world. [From the Dallas morning news, Dec. 10, 1950, sect. 3, p. 2] (Fur wraps) Sheet. © 10Dec50; KK57344.

The fox stole. [From the Dallas morning news, Jan. 31, 1951, p. 1, section 3] Sheet. © 31Jan51; KK58903.

Gunmetal and sapphire mole. [From Daily times herald, Dallas, Feb. 7, 1951, p. 20] (Fur wraps) Sheet. © 7Feb51; KK61587.

Hudson Bay sable. [From Dallas morning news, Mar. 22, 1951, p. 1] Sheet. © 22Mar51; KK61578.

Invest your Christmas check in a Neiman-Marcus fur. [From The Dallas morning news, Dec. 26, 1950, p. 1-sec. 3] (Fur coat) Sheet. © 26Dec50; KK57840.

Just arrived, our new collection of natural baum marten scarfs. [From the Dallas morning news, June 3, 1951, p. 2, sec. 3] Sheet. © 3Jun51; KK62631.

Kolinsky, the summer traveler. [From Dallas morning news, Mar. 2, 1951, p. 16] (Fur wraps) Sheet. © 2Mar51; KK61583.

Moleskin summer traveler. [From Daily times herald, Dallas, Mar. 7, 1951, p. 28] (Fur jackets) Sheet. © 7Mar51; KK61581.

Natural sable scarfs. [From Dallas morning news, Mar. 14, 1951, p. 16] Sheet. © 14Mar51; KK61579.

Neiman-Marcus makes an utterly fabulous presentation of six bundles of rare Labrador mink for custom-made coats. [From the Dallas morning news, May 6, 1951, p. 2, section 6] (Fur coats) Sheet. © 6May51; KK61823.

Neiman-Marcus mink custom made for you. [From Dallas morning news, Apr. 8, 1951, p. 10] Sheet. © 8Apr51; KK61574.

The new baum marten collection. [From the Dallas morning news, Jan. 12, 1951, p. 1, section 3] Sheet. © 12Jan51; KK58901.

The new collection of royal pastel mink is here. [From Dallas morning news, Apr. 29, 1951, p. 2] (Fur wraps) Sheet. © 29Apr51; KK61569.

New Dior mink design. [From the Dallas morning news, May 15, 1951, p. 17, sect. 1] (Fur scarf) Sheet. © 15May51; KK62513.

New mink stole shape. [From Dallas morning news, Feb. 18, 1951, p. 2] Sheet. © 18Feb51; KK61586.

New mink summer traveler. [From Dallas morning news, Mar. 4, 1951, p. 2] (Fur stoles) Sheet. © 4Mar51; KK61582.

The new N-M mink traveler. [From Dallas morning news, Apr. 11, 1951, p. 16] Sheet. © 11Apr51; KK61573.

Once a year mink sale. [From The Dallas morning news, Jan. 3, 1951, p. 11] (Fur wraps) Sheet. © 3Jan51; KK57837.

Presenting the fabulous Neiman-Marcus spring-summer minks. [From Dallas morning news, Mar. 11, 1951, p. 2] Sheet. © 11Mar51; KK61580.

Quicksilver fur. [From Dallas morning news, Apr. 18, 1951, p. 11] Sheet. © 18Apr51; KK61572.

Royal pastel ermine. [From the Dallas morning news, Dec. 13, 1950, sect. 3, p. 1] (Fur coats) Sheet. © 13Dec50; KK57345.

Special purchase of mink stoles. [From Dallas morning news, Apr. 20, 1951, p. 1] Sheet. © 20Apr51; KK61571.

Squirrel travelers 250.00 [sic. From the Dallas morning news, May 9, 1951, p. 16, section 3] (Fur stole) Sheet. © 9May51; KK61824.

Summer clearance of furs. [From Dallas morning news, May 30, 1951, p. 14] Sheet. © 30May51; KK62335.

Summer fur travelers under $600. [From Dallas morning news, Mar. 28, 1951, p. 1] Sheet. © 28Mar51; KK61576.

The summer traveler. [From Dallas morning news, Feb. 27, 1951, p. 12] (Fur coats) Sheet. © 27Feb51; KK61584.

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Easy-Vu. Radio and television index for your favorite program. (Frame for radio, television programs) Sheet. © Robert Speer, d.b.a. Neo-Craft Co.; 1May51; KK61490.

NESTLE COMPANY, INC.

Take Nestle's for instants. [From Family circle, Feb. 1951, p. 57] (Food products) Sheet. © The Nestle Co., inc.; 25Jan51, KK57401.

NEUBAUER, Fred, d.b.a. Effen-Products. SEE Effen-Products.

NEVIS, W. E. ©

The Ideal System; merchants bookkeeping and tax record, jr. Label. (2027) © 1Jun50; KK57618.

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Attract more private parties. Modernfold. [From Hotel management, May 1951, p. 34] (Doors) Sheet. © 10May51; KK62618.

Before: swinging door always in the way. Modernfold door. [From the Modern hospital, Jan. 1951, p. 140] Sheet. © 1Jan51; KK58739.

Bigger hotel profits with Modernfold doors. [From Hotel management, Jan. 1951, p. 107] (Folding doors) Sheet. © 10Jan51; KK58161.

Builders use Modernfold doors for bigger profits. [From NAHB correlator, Jan. 1951, p. 49] © 1Jan51, KK57399.

Coffee shop closed. Lobby still has lively look with "Modernfold" movable wall. [From Hotel management, Mar. 1951, p. 54] (Folding doors) Sheet. © 10Mar51; KK61812.

Decorators get new ideas ... from "Modernfold" doors. (Folding doors) Sheet. © 1Dec50; KK57108.

Farrar and Farrar ... found something different to spark their sales; Modernfold doors. [From American builder, Mar. 1951, p. 86] Sheet. (674) © 1Mar51; KK59779.

5 steps to bigger Modernfold door sales in 1951. (Folding doors) Folder. © 1Feb51; KK58409.

For privacy in hospitals or anywhere, specify Modernfold doors. [From Architectural record, Jan. 1951, p. 176] (Folding doors) Sheet. © 10Jan51; KK58691.

Good-for-nothing corner goes to work with a Modernfold door. [From House beautiful, May 1951, p. 69] Sheet. © 18Apr51; KK61054.

Hotels use Modernfold doors to get more business. [From Hotel management, Dec. 1950, p. 88] Sheet. © 10Dec50; KK57300.

How a dead corner came to life. The door that folds like an accordion, Modernfold. [From House beautiful, Feb. 1951, p. 114] Sheet. © 19Jan51; KK59316.

How many classrooms in a cafeteria? Modernfold doors have the answer. [From Architectural record, May 1951, p. 208] Sheet. © 10May51; KK62159.

How many classrooms in a cafeteria? Thanks to Modernfold doors. [From the Catholic school journal, May 1951, p. 54-A] (Folding doors) Sheet. © 20Apr51; KK61704.

Large congregation or small, this church is always right size. The doors that fold like an accordion, Modernfold. [From Church management, Feb. 1951, p. 19] Sheet. © 1Feb51; KK59325.

Little investment, big returns. Modernfold. [From American funeral director, Mar. 1951, p. 65] (Doors) Sheet. © 12Mar51; KK62379.

Look what you save with Modernfold doors. [From Practical builder, May 1951, p. 174] Sheet. © 1May51; KK62779.

Lost; swinging doors stole my corner. Found; Modernfold doors brought it back. [From Better homes and gardens, Mar. 1951, p. 195] Sheet. © 23Feb51; KK59035.

Modernfold doors divide classrooms for better teaching. [From the Catholic school journal, Feb. 1951, p. 51A] (Folding doors) Sheet. © 20Jan51; KK60467.

Modernfold doors prescribed for improved hospital service. [From the Modern hospital, Dec. 1950, p. 181] Sheet. © 1Dec50; KK57170.

More space for living. Modernfold doors. Folder. (451-S) © 31Jan51; KK58230.

No bumping in corridors, more space in rooms, with Modernfold doors. [From Modern hospital, Mar. 1951, p. 154] Sheet. (M-58-6833) © 1Mar51; KK59571.

Open for business, a cigar counter, after hours a beautiful wall. Thanks to a Modernfold door. [From Architectural record, Mar. 1951, p. 23] (Folding doors) © 10Mar51; KK61821.

Problem: More schoolrooms to relieve crowding. Modernfold. [From Catholic school journal, Mar. 1951, p. 56-A] (Doors) Sheet. © 20Feb51; KK60552.

See what magic unfolds with Modernfold doors. [From Saturday evening post, Feb. 10, 1951, p. 122] Sheet. © 31Jan51; KK58377.

NEW CASTLE PRODUCTS ©. Cont'd.

Single room privacy when and where you want it, with large Modernfold doors. [From the Modern hospital, May 1951, p. 136] Sheet. © 1May51; KK62083.

Suit your space to your service with Modernfold doors. [From Church management, June 1951, p. 21] Sheet. © 1Jun51; KK62816.

Then; permanent wall blocks business. Now; Modernfold door builds restaurant profit. [From American restaurant, Jan. 1951, p. 89] (Folding doors) Sheet. © 10Jan51; KK58692.

2 ways churches make better use of space. Modernfold. The doors that fold like an accordion. [From Church management, Apr. 1951, p. 21] Sheet. © 1Apr51; KK60493.

2 ways Modernfold doors make the most of mortuary space. [From American funeral director, Jan. 1951, p. 73] Sheet. © 12Jan51; KK58194.

W. A. Carson, builder, says Modernfold doors ... [From Practical builder, Jan. 1951, p. 144] Sheet. © 1Jan51; KK57407.

Why share your space with a swinging door. Modernfold. [From Better homes & Gardens, June 1951, p. 170] (Folding doors) Sheet. © 25May51; KK62506.

Why use your gym just for games? Modernfold. [From Catholic school journal, June 1951, p. 38A] (Doors) Sheet. © 20May51; KK62334.

You'll find Modernfold doors in the State-Madison Building. [From Real estate news, Oct. 27, 1950, p. 47] Sheet. © 27Oct50; KK57171.

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Limestone and your business. This or this. Plum Run Aglime is dolomite. (Agricultural limestone) 31 p. © 31Dec50; KK59112.

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NYMCO. (Merchandise in packages and containers) Label. © 14Dec50; KK57187.

NEWBERG (A.) AND COMPANY, INC. ©.

Trix or Treat Pops. (Packaged candy) Label. © 14May51; KK62406.

NEWLY WEDS BAKING COMPANY, INC. ©.

Ice Cream'n Cake Roll. Sheet.

A double treat. [From Chain store age, Sept. 1950, p. 27] © 1Sep50; KK60122.

A double treat. [From Life, Oct. 9, 1950, p. 146] © 6Oct50; KK60118.

Just slice and serve, made with Meadow Gold ice cream. © 1Feb51; KK60121.

Simply delicious. [From Ice cream field, Jan. 1951, p. 35] (61) © 22Dec50; KK60119.

Simply delicious, just slice and serve. (60) © 7Dec50; KK60120.

NICKEL CADMIUM BATTERY CORPORATION ©.

T-type battery for railroad diesel starting. Sheet. (Bull. no. 140) © 26Dec50; KK57276.

NIGRO, ANTHONY L. ©.

We use grapes in our wine. Sheet. © 8Jan51; KK58981.

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Nitewick, the ideal bedside inhalant. (For nasal congestion) Label. © The Nite-Wick Corp.; 13Oct50; KK59792.

Uncap the bottle, raise the wick ... Amazing new Nitewick, the ideal bedside inhalant. Sheet. © The Nite-Wick Corp.; 13Oct50; KK59791.

NIXON, CHARLES WILLIAM ©.

Miracle glass-like-finish auto polish. Label. © 16Feb51; KK58618.

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New series 50 general purpose marking machines. Folder. © 1Feb51; KK58197.

NORCROSS, INC. ©.

Flower Express. Norcross Signature Notes. 24 notes, 24 envelopes, 4 designs. Label. © 1Dec50; KK57603.

Flower Festival. Norcross Signature Notes. 24 notes, 24 envelopes, 4 designs. Label. © 1Dec50; KK57602.

Flower Shop. Norcross Signature Notes. 12 notes and envelopes. Label. © 1Dec50; KK57601.

Thank you ... thank you. Norcross Signature Notes. 12 notes and envelopes. Label. © 22Nov50; KK57600.

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Find your twin contest instructions. (Gasoline marine engines) Label.

Arrow. © 5Jan51; KK61797.

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Knight. © 5Jan51; KK61794.

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Nordberg D S L yard cleaner. (Track maintenance equipment) Folder. (Bull. 189) © 27Apr51; KK61943.

Nordberg gasoline marine engines. 15 p. (Bull. 188) © 9Jan51; KK60846.

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Color belongs in your hair. (Hair color rinse) Sheet. © 10Jan51; KK60784.

See the difference Noreen can make in your hair. (Hair color rinse) Sheet. © 20Jan51; KK60785.

See the difference Noreen Super Color rinse can make in your hair. Sheet. © 19Jan51; KK60786.

NORGE Heat Division, Borg-Warner Corporation. SEE Borg-Warner Corporation. Norge Heat Division.

NORMA PENCIL CORPORATION ©.

Norma Multikolor pencil, at the fourfront of fine writing instruments. [From Modern stationer, Feb. 15, 1951, p. 3] Sheet. © 15Feb51; KK58767.

Norma Multikolor pencil, at the fourfront of fine writing instruments. [From the Journal of the National Education Association, Feb. 1951, p. 86] Sheet. © 1Feb51; KK59160.

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Norman commercial-industrial gas conversion burner. Sheet. © 10Apr51; KK61169.

Norman Three-Sixty gas-fired overhead forced convection heater. Sheet. © 10Apr51; KK61168.

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Assorted nut chocolates. Norris exquisite candies. Label. © 14May51; KK62224.

Cruiser summertime candies. Label. © 14May51; KK62226.

Peppermint sticks. Norris. (Candy) Label. © 14May51; KK62225.

Rainbow mints. (Candy) Label. © 14May51; KK62227.

NORTH AMERICAN ACCIDENT INSURANCE COMPANY ©.

Found money; 53 tested and approved ways to make your dollar go further. (Insurance) 12 p. © 8Jan51; KK57424.

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Here's a service for which you have been waiting; the Nebraska Real Estate Exchange. (Loose-leaf indexed binder) Sheet. © James Watson Kirkman, d.b.a. North Platte Advertising Co.; 24Mar51; KK61995.

Kirkman's highway helps. (Advertisements) Folder. © James W. Kirkman, d.b.a. The North Platte Advertising Co.; 10Dec50; KK58721.

Treasure hunt. (Retail merchandise and services in general) Sheet. © James W. Kirkman, d.b.a. The North Platte Advertising Co.; 20Dec50; KK59070.

NORTHERN PAPER MILLS ©.

Don't shoot, boys, we're doing the best we can. Northern [toilet] tissue. [From Retail food merchandiser, Jan.-Feb. 1951, p. 22] (Tissue) Sheet. (81) © 20Jan51; KK60910.

Good buys! Northern tissue; Northern handy towels. [Bear pulling toboggan carrying rolls of tissue] Poster. (30) © 15Feb50; KK57322.

Hear, hear, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Jan. 16, 1951, p. A-12] (Tissue) Sheet. (76) © 16Jan51; KK60911.

Honest Injun. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Mar. 6, 1951, p. A-14] Sheet. (85) © 6Mar51; KK61112.

I never give advice, but, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Household, Mar. 1951, p. 66] Sheet. (74A) © 20Feb51; KK61117.

It's a peak value. [From Household, May 1951, p. 39] (Tissue) Sheet. (93A) © 20Apr51; KK62999.

Know this one, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Feb. 6, 1951, p. A-9] Sheet. (80) © 6Feb51; KK61116.

No foolin', says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Feb. 13, 1951, p. B-4] Sheet. (82) © 13Feb51; KK61115.

Peak value! Says Fluffy, the Northern cub. Northern tissue. [From the Star, Peoria, Ill., Apr. 3, 1951, p. A-10] Sheet. (92) © 3Apr51; KK63085.

Peoples choice, says Fluffy, the Northern cub. Northern tissue. [From the Star, Peoria, Ill., Mar. 20, 1951, p. A-10] Sheet. (88) © 20Mar51; KK63083.

Quite true, Watson, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Feb. 20, 1951, p. A-13] Sheet. (83) © 20Feb51; KK61113.

Shopping tip, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Jan. 9, 1951, p. B-6] Sheet. (75) © 9Jan51; KK60912.

Snowy-soft made with Fluff. Northern [toilet] tissue. Poster.

[Girl and bear] © 15Feb51; KK61119.

[Lantern held by small girl] © 15Feb50; KK57321.

[Snow scene] © 15Mar51; KK61486.
[Snow scene, bear with drum] © 15Feb51; KK61118.
[Snow scene, bear with snow balls] © 15Apr51; KK63101.
[Stage scene] © 15Mar51; KK61487.

Snowy-soft, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Jan. 23, 1951, p. A-8] (Tissue) Sheet. (77) © 23Jan51; KK60909.

Soft! Oh, my! Says Fluffy, the Northern cub. Northern tissue. [From the Star, Peoria, Ill., Mar. 27, 1951, p. A-14] Sheet. (89) © 27Mar51; KK63084.

Soft reminder, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Feb. 27, 1951, p. A-12] Sheet. (84) © 27Feb51; KK61114.

Sound judgment, says Fluffy, the Northern cub. Northern tissue. [From the Star, Peoria, Ill., Apr. 10, 1951, p. A-14] Sheet. (91) © 10Apr51; KK63086.

Speak softly, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Jan. 2, 1951, p. B-7] Sheet. (72) © 2Jan51; KK60907.

Such a buy, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Jan. 30, 1951, p. A-10] Sheet. (79) © 30Jan51; KK60908.

Take a good look, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Peoria star, Peoria, Ill., Dec. 5, 1950, p. A-10] Sheet. (71) © 5Dec50; KK60906.

Thanks for helping us grin and bear it. Northern tissue. [From Chain store age, May 1951, p. 74] Sheet. (97) © 30Apr51; KK63013.

Three cheers aren't enough, says Fluffy, the Northern cub. Northern [toilet] tissue. [From Progressive farmer, Feb. 1951, p. 109] Sheet. (73) © 15Jan51; KK60913.

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Mountie offset; one of Northwest's famous family of pedigreed papers. [Mountie at camp fire "luring" fawn to him] (Paper) Folder. (5327) © The Northwest Paper Co.; 23Jan51 (in notice: 1950); KK58405.

Northwest news. (Paper) Sheet. © The Northwest Paper Co.
[Mountie cinching pack horse] © 2Apr51; KK60496.
[Mountie looking through binoculars] © 8Dec50; KK58648.

Northwest Pedigreed papers always make good printing better. Sheet. © The Northwest Paper Co.
[Mountie and Indian boy watching ferry] © 16Mar51; KK60032.
[Mountie, mare and colt] © 24Apr51; KK61819.
[Mountie, woodsmen and Eskimo dogs] © 25Jan51 (in notice: 1950); KK58684.

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Bon-Aire room deodorant. Label. © John A. Sewell, d.b.a. Norwood Laboratories; 4Apr51; KK61055.

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Nursmatic fitted with Insta-Valve; nurses baby nature's way. (Infant's nursing bottle) Folder. © 2Apr51; KK62001.

NUTRIENT CORPORATION.
The Aladdin kit of plant magic; manual of instructions. (Hydroponic equipment) 20 l. © The Nutrient Corp.; 30Mar51; KK60630.

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Where you can save time and money with Oakite steam-detergent cleaning. (Steam gun) Folder. © 13Feb51; KK61234.

O'BRIEN, J. V. ©.
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OHIO NUT AND BOLT COMPANY.
Ohio fastener and fittings for projection welding. Bulletin no. 511. 6 p. © The Ohio Nut & Bolt Co.; 20Jan51; KK58180.

Resistance welding manual. (Metal fasteners) 11 p. (Bull. no. 512) © The Ohio Nut & Bolt Co.; 14Apr51; KK61229.

OHIO OIL COMPANY.
Any doubt in your mind. Marathon Cat gasoline. [From the Palladium-item, Richmond, Ind., Mar. 29, 1951, p. 27] Sheet. © The Ohio Oil Co.; 29Mar51; KK60254.

Can you pass that truck with confidence? Marathon Cat gasoline. [From the Louisville times, Apr. 19, 1951, p. 22] (Gasoline) Sheet. © The Ohio Oil Co.; 19Apr51; KK61183.

Change oil only when necessary. Marathon. [From Kalamazoo gazette, Kalamazoo, Mich., p. 12] Sheet. © The Ohio Oil Co.; 5Apr51; KK60556.

Do you help push to pass a car? Marathon Cat gasoline. [From the Lima news, May 31, 1951, p. 12] Sheet. © The Ohio Oil Co.; 31May51; KK62641.

Easy does it ... Try one tankful Marathon Cat gasoline. [From the Lima news, Lima, Ohio, June 21, 1951, p. 12] Sheet. © The Ohio Oil Co.; 21Jun51; KK63134.

How can a gasoline make you more confident ... Marathon Cat gasoline. [From the Columbus evening dispatch, Mar. 8, 1951, p. B-3] Sheet. © The Ohio Oil Co.; 8Mar51; KK61166.

How does it feel? Marathon Cat gasoline. [From the Kalamazoo gazette, Mar. 15, 1951, p. 22] Sheet. © The Ohio Oil Co.; 15Mar51; KK59937.

If the man asks, tell him. Marathon products. Pamphlet. © The Ohio Oil Co.; 26Feb51; KK59921.

It's something you have to feel. Marathon Cat gasoline. [From the Palladium item, May 3, 1951, p. 21] Sheet. © The Ohio Oil Co.; 3May51; KK61718.

Just talk or do you get a new feeling of confidence? Marathon Cat gasoline. [From the Lima news, Lima, Ohio, May 10, 1951, p. 7] Sheet. © The Ohio Oil Co.; 10May51; KK61975.

Now, drive with a new feeling of confidence. Marathon Cat gasoline. [From the Palladium-item, Richmond, Ind., Feb. 22, 1951, p. 28] Sheet. © The Ohio Oil Co.; 22Feb51; KK58802.

Want a new feeling of confidence in 10 minutes? Marathon Cat. [From Louisville times, Louisville, Ky., May 24, 1951, p. 14] (Gasoline) Sheet. © The Ohio Oil Co.; 24May51; KK62329.

Want to feel more confident? ... Marathon Cat gasoline. [From the Palladium-item, Richmond, Ind., June 7, 1951, p. 4] Sheet. © The Ohio Oil Co.; 7Jun51; KK62811.

When he says: Okay, you're all set. Marathon. [From the Palladium-item, Richmond, Ind., Mar. 22, 1951, p. 3] (Gasoline) Sheet. © The Ohio Oil Co.; 22Mar51; KK60235.

Your wife will feel more confident, too, when you show her ... Marathon Cat gasoline. [From the South Bend (Ind.) tribune, Mar. 1, 1951, p. 8] Sheet. © The Ohio Oil Co.; 1Mar51; KK59339.

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Big coat values. [From the New York times, Mar. 11, 1951, p. 53] Sheet. © 11Mar51; KK59987.

Don't walk your legs off, come straight to Ohrbach's for high fashion at low cost. [From the New York times, Apr. 1, 1951, p. 53] Sheet. © 1Apr51; KK60176.

Have you caught on? Ohrbach's. [From the New York times, Apr. 8, 1951, p. 55] (Women's fashions) Sheet. © 8Apr51; KK60455.

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I'm no dunce I got mom her mother's day gift at Ohrbach's. [From the New York times, May 6, 1951, p. 47] (Women's clothes) Sheet. © 6May51; KK61743.

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Tell your better half about the values at Ohrbach's. [From the New York times, Apr. 15, 1951, p. 53] (Men's and womens' clothes) Sheet. © 15Apr51; KK60713.

You can do better at Ohrbach's. [From Newark news, Newark, N. J., Feb. 25, 1951, p. 19] (Clothes) Sheet. © 25Feb51; KK59057.

You don't have to be made of money to get a high fashion suit at Ohrbach's. [From New York herald tribune, Mar. 4, 1951, p. 37] (Women's suits) Sheet. © 4Mar51; KK59320.

You look as bright as you are. [From the New York times, Mar. 18, 1951, p. 45] (Women's clothes) Sheet. © 18Mar51; KK59653.

You'll just have to start shopping at Ohrbach's. [From New York world telegram, Feb. 28, 1951, p. 19] (Clothes) Sheet. © 28Feb51; KK59056.

You'll walk into Paris when you walk into Ohrbach's. [From the New York times, Mar. 25, 1951, p. 37] (Women's apparel) Sheet. © 25Mar51; KK60031.

OLD TAYLOR DISTILLERY COMPANY.
Sign of a good host. Old Taylor. [From Life, Apr. 30, 1951, p. 67] (Whiskey) Sheet. © The Old Taylor Distillery Co.; 27Apr51; KK62304.

OLDEN CAMERA AND LENS COMPANY ©.
Olden camera. 6 p. © 2Jan51; KK61464.

OLECK, Stanley, proprietor Directory Publishing Company. SEE Directory Publishing Company.

OLSON RUG COMPANY ©.
Come direct to the Olson factory and save $30, $60, $100 and more on wool broadloom rugs, carpets. Sheet. © 8Apr51; KK61389.

Direct from our looms to your rooms. [From Chicago Sunday tribune, Dec. 3, 1950, p. 17] (Rugs) Sheet. © 3Dec50; KK57094.

Huge new addition to Olson factory nears completion. (Rugs) Sheet. © 11Apr51; KK61858.

I've never seen so many lovely rugs and carpets to choose from. Sheet. © 15Apr51; KK61388.

I've never seen so many lovely rugs & carpets to choose from. [From the Chicago tribune, Oct. 22, 1950] Sheet. © 22Oct50; KK59180.

Olson features heavy twist broadloom carpet of new imported wools factory-to-you, $8.40 square yard. Sheet. © 9Nov50; KK61034.

Olson offers factory to you savings. [From Chicago tribune, Mar. 25, 1951] (Rugs) Sheet. © 25Mar51; KK60389.

Olson Rug Magic saves you up to 1/2. Sheet. © 21Mar51; KK62005.

Olson Rug Magic saves you up to 1/2. [Short column] (Rugs) Sheet. © 20Feb51; KK61272.

Olson Rug Magic saves you up to 1/2; there's a lovely new broadloom rug in your old rugs, clothing. Sheet. © 20Feb51; KK62007.

Rug magic by Olson. (Rugs) Sheet. © 23Feb51; KK61267.

Rug Magic by Olson saves you up to 1/2. [Showing 18th century and new colonial rugs] (Rugs) Sheet. © 15Feb51; KK61270.

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Save up to 1/2 and get lovelier broadloom rugs. Sheet. © 25Apr51; KK62006.

77th anniversary selling of broadloom rugs and carpets. Olson. [From Chicago Sunday tribune, May 13, 1951, pt. 1, p. 16] Sheet. © 13May51; KK61913.

There is a lovely new Olson rug in your old rugs, clothing. Rug Magic saves up to 1/2. (Rugs) Sheet. © 23Feb51; KK61268.

There is a lovely new Olson rug in your old rugs, clothing and you save up to 1/2. (Rugs) Sheet. © 25Jan51; KK61269.

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Announcing Heirloom Sterling's new Stanton Hall. [From House beautiful, May 1951, p. 4 of cover] (Table silver) Sheet. © 1May51; KK61892.

Beautifully scrolled, pure in line, this is Mansion House in Heirloom sterling. [From Harper's bazaar, Feb. 1951, p. 2 of cover] Sheet. © 1Feb51; KK60043.

Charm, simplicity, true elegance; this is lasting spring in Heirloom sterling. [From the Bride's magazine, spring 1951, p. 128] Sheet. © 15Feb51; KK60042.

For keeps. Have you picked your pattern? Community, the finest silverplate. [From Household magazine, Apr. 1951] (Silverware) Sheet. © 20Mar51; KK61293.

For keeps. You'll like them all. Community, the finest silverplate. [From Brides magazine, Spring issue 1951] (Silverware) Sheet. © 15Feb51; KK61295.

For keeps. Your Community, for keeps! [From Redbook magazine, Feb. 1951] (Silverware) Sheet. © 26Jan51; KK61294.

Good taste today. (Silverplate tableware) Sheet.
Fingers for artichokes. [From True story, Dec. 1950, p. 115] © 8Nov50; KK61779.
Fork or fingers for cake? [From True story, Apr. 1951, p. 113] © 8Mar51; KK61890.
How about pie a la mode? [From Look, Apr. 24, 1951, p. 24] © 10Apr51; KK61891.
Tip soup plate away. [From Life, Mar. 19, 1951, p. 146] © 16Mar51; KK60041.
What's correct for spaghetti? [From Life, Feb. 19, 1951, p. 126] © 16Feb51; KK60040.

The rich festive keynote of your table; Damask Rose in Heirloom sterling. Heirloom's Lasting Spring. Heirloom's Mansion House. [From House & garden, Feb. 1951, p. 4 of cover] (Table silver) Sheet. © 23Jan51; KK61889.

Yours to live with, yours to love, for keeps. Community. [From Life, Nov. 6, 1950] (Silverware) Sheet. © 3Nov50; KK57229.

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It's easy to bend with Di-acro precision bending machines. 32 p. © 27Dec50; KK57433.

O'NEILL (E. H.) FLOORS COMPANY ©.
O'Neill's Fire Ban, the new mineral chemical cement, protects against fire, vermin and fungi. Label. © 4Apr51; KK60470.

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For tastier meals and sandwiches serve Mrs. Wood's original Mustard Slaw. Label. © 17Nov50; KK58727.

OREGON PULP AND PAPER COMPANY ©.
How paper is made. Pamphlet. © 10Nov50; KK57624.

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Farming for profit with a living soil. (Conditioner) Pamphlet. © Organic Service Co., sole owner Ralph W. Dickenson; 4May51; KK62236.

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Which pest is your problem? Centipede ... (Insecticides and rodenticides) Poster. © 14Feb51; KK63128.

Which pest is your problem? Mosquito ... (Insecticides and rodenticides) Poster. © 14Feb51; KK63129.

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Ortho; whenever indicated, wherever prescribed. [Catalogue] (Pharmaceuticals) 36 p. © 20Mar50; KK58390.

OSHKOSH BREWING COMPANY ©.
Chief Oshkosh beer. Label. © 18May50; KK55521.

OSTER (JOHN) MANUFACTURING COMPANY ©.
Keep healthy, save money, use the Osterizer. [From Life, Dec. 4, 1950] (Liquefier-blender) Sheet. © 4Dec50; KK61549.

No other mixer is so handy and so truly portable and so very powerful. [From Life, Oct. 9, 1950, p. 137] (Portable electric food mixer) Sheet. © 9Oct50; KK60673.

OSTER BROTHERS FURNITURE COMPANY ©.
Oster's furnish the home you're proud to own. [Catalog] (House furnishings) 102 p. © 1Mar51; KK61791.

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Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. [From American builder] (Garage doors) Sheet.
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June 1951. © 1Jun51; KK62812.

The Overhead Door. [From American builder] (Garage doors) Sheet.
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Feb. 1951. © 1Feb51; KK58601.

OWEN (EDWARD) AND COMPANY ©.
1950 catalog. Air conditioning and refrigeration. ALCO products. 122 p. © 1Jun50; KK58203.

OWENS-CORNING FIBERGLAS CORPORATION.
Fiberglas business manual for the acoustical contractor. 1 v. © The Owens-Corning Fiberglas Corp.; 4Apr51; KK61433.

OWENS-ILLINOIS GLASS COMPANY. Libbey Glass Division ©.
Crystal Garland, Laurel Classic. High stemware. Libbey Safedge. [From Ladies' home journal, Mar. 1951, p. 153] Sheet. © 25Feb51; KK60038.

Currier & Ives. Inspired by the famous prints, Libbey glass hostess sets. [From House beautiful, Nov. 1950, p. 253] (Table glass) Sheet. © 20Oct50; KK57364.

Horseless Carriage hostess sets by Libbey Glass. [From Life, Nov. 6, 1950, p. 119] (Table glass) Sheet. © 3Nov50; KK57363.

Like them high? Like them low? Libbey Safedge. [From Life, Mar. 12, 1951, p. 74] (Glassware) Sheet. © 9Mar51; KK60037.

Meet a sparkling new stemware beauty, Diamond-Cut. [From Ladies' home journal, May 1951, p. 246] (Glass) Sheet. © 25Apr51; KK62442.

New, new, new! Sparkling Diamond-Cut crystal glass designed by Freda Diamond ... [From House beautiful, May 1951, p. 163] (Glass stemware) Sheet. © 20Apr51; KK62443.

A shining start for brides. [From the Bride's magazine, late fall and winter 1950-1951, p. 143] (Table glass) Sheet. © 1Nov50; KK57361.

A shining start for brides. Libbey Safedge. [From Modern bride, spring 1951, p. 71] (Glassware) Sheet. © 1Feb51; KK60039.

P

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Ask these popular men-in-the-head-lines. Pabst Blue Ribbon. [From Life, Mar. 26, 1951, p. 152-153] (Beer) Sheet. © 26Mar51; KK61001.

A desizing agent with perfect Stabili-T. [From Textile world, Nov. 1950, p. 308] Sheet. © 5Nov50; KK61501.

Expect economy and efficiency when you desize with Exsize-T. [From Textile world, Feb. 1951, p. 280] (Beer) Sheet. © 5Feb51; KK58678.

Extra economy and efficiency when you desize with Exsize-T. [From Textile world, Apr. 1951, p. 304] (Beer) Sheet. © 5Apr51; KK61002.

Larry Doby says: For that smoother taste, just ask for Pabst Blue Ribbon. [From Our world, Sept. 1950, p. 54] (Beer) Sheet. © 1Aug50; KK61500.

What'll you have? Finest beer served anywhere. Pabst. Sheet.
  Ben Hogan. [From Life, Apr. 23, 1951, p. 105] © 20Apr51; KK61502.
  Sarah Vaughan. [From Our world, May 1951, p. 9] © 2Apr51; KK61499.

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Hawaiian punch base. [From Corpus Christi times, Corpus Christi, Tex., May 3, 1951, p. 3-C] (Concentrated fruit punch) Sheet. © 3May51; KK62512.

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PAINTER, R. R., d.b.a. Reflect-A-Sign Company. SEE Reflect-A-Sign Company.

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Boy, that's the answer: Coffee. [From Saturday evening post, Jan. 6, 1951, p. 14] Sheet. © 3Jan51; KK57440.

Game called, son, on account of coffee. [From Saturday evening post, Apr. 28, 1951, p. 7) Sheet. © 25Apr51; KK61648.

Hang the housework, Mary's making coffee. [From Saturday evening post, Mar. 31, 1951, p. 96] Sheet. © 28Mar51; KK61091.

Let's go in, Jack, Mom's making coffee. [From Saturday evening post, May 26, 1951, p. 131] (Coffee) Sheet. © 23May51; KK62364.

M-m-m, just what I need; Nan's making coffee. [From the Saturday evening post, Feb. 3, 1951, p. 69] Sheet. © 31Jan51; KK59681.

That's coffee, or I'll eat my new hat. [From the Saturday evening post, Mar. 3, 1951, p. 95] Sheet. © 28Feb51; KK59680.

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Another product from Paper Converting machines. Northern. [From the American paper converter, July 1950, p. 29] Sheet. © 20Jul50; KK58040.

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March of toys, 1951. Folder. © 16Apr51; KK61942.

PARAGON ART AND LINEN COMPANY, INC. ©.

Instructions for crocheting stole no. E635, no. E636 [and] Knitting stole no. E637. (Yarn) Folder. © 1Jun51; KK62494.

Instructions for embroidering Personalized fine pure linen guest towel no. 0174/5 [and] Personalized cutwork tubing pillow cases no. 0878. 2 sheets. © 1Jun51; KK62493.

Instructions for embroidering Personalized fine pure linen guest towel ... no. 0174/6 [and] Personalized cutwork tubing pillow cases ... no. 0880. 2 sheets. © 1Jun51; KK62495.

Instructions for embroidering Personalized table cloths. No. 0170. (Stamped table cloths) Sheet. © 26Dec50; KK57098.

A whole new world of beauty from Paragon needlecraft. [From McCall needlework, spring-summer 1951, p. 3 of cover] Sheet. © 10Jan51; KK57277.

PARIS AND PEART ADVERTISING ©.

Good companions. R&H Special Dry beer. [From Southern Ulster pioneer, Jan. 25, 1951, p. 7] Sheet. © 25Jan51; KK58237.

PARKER BROTHERS, INC. ©.

Game of boom or bust. Label. © 5Mar51; KK60368.

The game of Pegity. Label. © 5Jun39; KK62427.

Game of Skatterbug. Label. © 23Feb51; KK60366.

Game of Who? Label. © 28Feb51; KK60369.

Lovey and Dovey magic dolls. Label. © 4Apr51; KK60365.

Who? A game of hidden identity. Label. © 28Feb51; KK60367.

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But you don't have the pen that gives most until you have New Parker 51. [From the Saturday evening post, Jan. 27, 1951, inside front cover] Sheet. © The Parker Pen Co.; 24Jan51; KK58867.

The Flighter, new Parker 51 encased in gleaming metal. [From Cosmopolitan, June 1951, p. 113] (Fountain pen) Sheet. © The Parker Pen Co.; 1Jun51; KK63063.

For easier writing this semester, new Parker 21, only $5.00. [From Senior scholastic, Feb. 7, 1951, p. 2 of cover] (Fountain pens) Sheet. © The Parker Pen Co.; 7Feb51; KK58822.

For the first lady in your life, this new Parker 51. [From Look, May 8, 1951, p. 9] (Fountain pens) Sheet. © The Parker Pen Co.; 24Apr51; KK61950.

For this pen you'll gladly put aside your others. Parker 51. [From Saturday evening post, Mar. 24, 1951, p. 2 of cover] Sheet. © The Parker Pen Co.; 21Mar51; KK60534.

For your dad, the one pen for which he'll discard all others! New Parker 51. [From Look magazine, June 19, 1951, p. 61] (Fountain pen) Sheet. © The Parker Pen Co.; 5Jun51; KK63061.

Hint now for the best. Graduate to new Parker 51. [From Senior scholastic, May 2, 1951, p. 2 of cover] (Fountain pen) Sheet. © The Parker Pen Co.; 2May51; KK61948.

Make sure your gift wins the warmest welcome. Graduate them to Parker. [From Collier's, May 5, 1951, center spread] (Fountain pen) Sheet. © The Parker Pen Co.; 27Apr51; KK61945.

Make sure your gift wins the warmest welcome. Graduate them to Parker. [From the Saturday evening post, Apr. 21, 1951, second cover] (Fountain pen) Sheet. © The Parker Pen Co.; 18Apr51; KK61946.

Meet your perfect classmate. New Parker 21 only $5.00. [From Senior scholastic, Mar. 28, 1951, p. 4 of cover] (Fountain pen) Sheet. © The Parker Pen Co.; 28Mar51; KK61949.

New kind of lighter gives 6 months of lights without refueling. Parker Flaminaire. (Cigarette lighters) Sheet. © The Parker Pen Co.
  [From San Francisco examiner, Jan. 7, 1951] © 7Jan51; KK59911.
  [From San Francisco examiner, Jan. 28, 1951] © 28Jan51; KK59912.
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They've outgrown so much, now graduate them to new Parker 51. [From the Saturday evening post, May 19, 1951, p. 2 of cover] (Fountain pen) Sheet. © The Parker Pen Co.; 16May51; KK63062.

They've outgrown so much, now graduate them to New Parker 51; for this pen your graduate will discard all others. [From the American weekly, May 13, 1951, p. 21] (Fountain pen) Sheet. © The Parker Pen Co.; 13May51; KK62199.

They've outgrown so much, now, graduate them to new Parker 51. [From Better homes & gardens, May 1951, p. 16] (Fountain pen) Sheet. © The Parker Pen Co.; 25Apr51; KK61947.

You'll find no other pen you own can give all these things. New Parker 51 with the exclusive Aero-metric ink system. [From the Saturday evening post, Feb. 24, 1951, p. 2 of cover] Sheet. © The Parker Pen Co.; 21Feb51; KK59901.

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Dimension finder for Parker-Kalon cold-forged socket screws. Device. (484A) © 5Jan51; KK60610.

Parker-Kalon. If it's P-K it's o. k. [Wall chart] (Screws, nuts and nails) Posters. (500) © 7Dec50; KK57635.

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We now have them, Park's Foot-Trip mouse traps. Sheet. © 19Feb51; KK58732.

PARMETER, O., d.b.a. Lanpar Company. SEE Lanpar Company.

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Distinguished executive and personal stationery. [From Fortune, Feb. 1951, p. 208] Sheet. © 1Feb51; KK63123.

Executives who know stationery use Parsons paper. [From Business week, Jan. 6, 1951, p. 99] Sheet. © 6Jan51; KK63124.

Help for you in selecting the right papers and cards for your record-keeping. [From Newsweek, Jan. 8, 1951, p. 53] Sheet. © 8Jan51; KK63122.

Parsons paper means prestige by mail. [From the Wall street journal, Jan. 2, 1951, p. 5] Sheet. © 2Jan51; KK63121.

Select your stationery with the same care you use in choosing friends. [From Business week, Mar. 10, 1951, p. 118] (Paper) Sheet. © 10Mar51; KK63126.

What does time and wear do to your records? [From Business week, Mar. 24, 1951, p. 111] (Paper) Sheet. © 24Mar51; KK63125.

PATEK AND COMPANY ©.

Here's why everyone's using Grippo, the slip-resistant trouser guard. Sheet. © 20Feb51; KK59587.

PATENT SCAFFOLDING COMPANY, INC.

Aluminum rolling scaffolds price list. Dec. 1, 1949, rev. June 15, 1950. 3 p. © The Patent Scaffolding Co., inc.;15Mar51; KK59719.

Erection instructions, aluminum sectional rolling scaffold. Sheet. (TPO-5C-3-51) © The Patent Scaffolding Co., inc.; 25Mar51; KK59935.

Here's the ideal steel pier for small boat owners. Sheet. (Bull. no. PTS-17-R) © The Patent Scaffolding Co., inc.; 15Feb51; KK58899.

How to put your men in the best position to work best. Gold Medal ladders scaffolding. Folder. (Bull. no. G-204) © The Patent Scaffolding Co., inc.; 23Mar51; KK60256.

Instructions for counterweighing Gold Medal junior safety swinging scaffolds. (Scaffolding) Sheet. © The Patent Scaffolding Co., inc.; 25Apr51; KK61195.

Overhead protection attachments for use with Trouble Saver sectional steel scaffolds. Sheet. (Bull. PSS-26) © The Patent Scaffolding Co., inc.; 13Feb51; KK58484.

Trouble Saver sectional tubular steel scaffolds. 11 p. (Bull. PSS-24) © The Patent Scaffolding Co., inc.; 10Jan51 (in notice: 1950); KK57897.

Trouble Saver sectional tubular steel scaffolds; descriptive parts list. Folder. (TPO-15M-3-51) © The Patent Scaffolding Co., inc.; 2Apr51; KK60847.

Trouble Saver, the modern low-cost sectional steel shoring. Folder. (Bull. PSS-28) © The Patent Scaffolding Co., inc.; 7May51; KK61597.

Unbeatable for time saving and lower job costs. Gold Medal Junior. (Scaffolds) Sheet. (Bull. no. J-8) © The Patent Scaffolding Co., inc.; 25Mar51; KK60249.

War facilities; special tubular products, scaffolds, ladders. 19 p. (T.P.O. 2M-4-51) © The Patent Scaffolding Co., inc.; 11Apr51; KK60502.

Year after year contractors specify Trouble Saver sectional steel scaffolds. Sheet. (PSS-27) © The Patent Scaffolding Co., inc.; 25Mar51; KK60386.

PATHFINDER NEWS MAGAZINE.

Salesography. (Magazine) Pamphlet. © Farm Journal, inc., publishers of Pathfinder news magazine; 14Sep50; KK59975.

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Patio fare. (Foods) Folder. © 29Mar51; KK61058.

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Beehive stoles. Leaflet no. R-64. (Wool yarn) Folder. © 9Feb51; KK59169.

PATTERSON, Edith and Lester Patterson, d.b.a. Your Name Cigarettes. SEE Your Name Cigarettes.

PATTERSON, Lester and Edith Patterson, d.b.a. Your Name Cigarettes. SEE Your Name Cigarettes.

PATTERSON, W. Scott, and Wilma Patterson, d.b.a. Scott-Patterson. SEE Scott-Patterson.

PATTERSON, Wilma, and W. Scott Patterson, d.b.a. Scott-Patterson. SEE Scott-Patterson.

PATTERSON FOUNDRY AND MACHINE COMPANY.

Patterson. Catalog CEC-50. (Machinery and equipment for processing industries) 35 p. © The Patterson Foundry & Machine Co.; 1Oct50; KK57631.

Patterson agitating and mixing equipment. 31 p. © The Patterson Foundry & Machine Co.; 1Sep50; KK57633.

Patterson Gyro-centric screens. 23 p. © The Patterson Foundry & Machine Co.; 1Jul50; KK57634.

Process applications of heat exchangers. 19 p. © The Patterson Foundry & Machine Co.; 1Aug50; KK57632.

PAUL, HAROLD G. ©.

Kilroy bronx cheers. (Magic and joke novelties) Folder. © 10Jan51; KK59071.

Your lucky number and how to tell it. Numerology calendar, 1951. Sheet. © 10Jan51; KK59072.

PAUL, THOMAS STEVENS.

Magic island. (Children's card game) Card. © Thomas Stevens Paul & John Ushler; 13Apr51; KK61237.

PAULSON, William Joel, d.b.a. Paulson Cartoon Service. SEE Paulson Cartoon Service.

PAULSON CARTOON SERVICE.

Mr. Hubcap. (Used cars) Pamphlet. (Mark IV) © William Joel Paulson, d.b.a. Paulson Cartoon Service; 20Nov50; KK58250.

PEARL BREWERY.

Join the swing to Pearl. (Beer) Sheet. © San Antonio Brewing Assn., t.a. Pearl; 6Dec50; KK57932.

PEARSALL, CHARLES M. ©.

Kisseals. Label. © 26Jan51; KK58074.

PEER, Jacob H., sole owner, House of Peer. SEE House of Peer.

PELTON'S SPUDNUTS, INC. ©.

The biggest and best bag of all. Spudnuts. [From Collier's, Dec. 23, 1950, p. 47] (Food product) Sheet. © 23Dec50; KK58081.

First choice at a party. Spudnuts. [From Collier's, Oct. 28, 1950, p. 70] (Food product) Sheet. © 28Oct50; KK58082.

First choice at a party. Spudnuts. (Pastry) Poster. © 1Nov50; KK58088.

For your next party. Spudnuts. (Pastry) Poster. © 22Nov50; KK58091.

If you're a snack-snatcher try Spudnuts. (Pastry) Poster. © 1Nov50; KK58087.

Join the great Spudnut Daily Dozen Club. (Backbar daily dozen) Sheet. (2-5-51) © 28Feb51; KK62454.

Meet Mr. Spudnut. (Pastry) Pamphlet. © 28Dec50; KK58085.

Serve Spudnuts on every festive occasion. (Food product) Poster. © 25Nov50; KK58083.

Serve those fluffy, golden-brown Spudnuts on every festive occasion. [From the Saturday evening post, Dec. 2, 1950, p. 120] (Food product) Sheet. © 2Dec50; KK58531.

Spudnuts, America's 4th meal favorite. [From the Saturday evening post, Mar. 17, 1951, p. 123] (Bakery product) Sheet. © 17Mar51; KK61873.

Spudnuts and milk. (Bakery product) Poster. © 5Mar51; KK61869.

Spudnuts for lasting energy. (Bakery product) Poster. © 25Apr51; KK61874.

Spudnuts for lasting energy. [From Colliers, Apr. 14, 1951, p. 81] (Bakery product) Sheet. © 14Apr51; KK61872.

Spudnuts, good and thrifty, too. (Bakery product) Poster. © 25Apr51; KK61871.

Spudnuts, they're grand for school lunches. (Bakery product) Poster. © 15Mar51; KK61868.

Spud-over; the newest Spudnut product. (Pastry) Folder. © 1Dec50; KK58086.

Take home a dozen fluffy, golden-brown Spudnuts, and join the Spudnut Daily Dozen Club. [From the Saturday evening post, Jan. 20, 1951, p. 88] (Food product) Sheet. © 20Jan51; KK58532.

12 good reasons to take home a dozen fluffy, golden Spudnuts. (Pastry) Poster. © 29Dec50; KK58090.

26 delicious Spudnut pastries from genuine Spudnut mix. Folder. © 1Mar51; KK61870.

When it's snack-time across the nation, try Spudnuts, America's 4th meal favorite. (Food products) Sheet. (2-5-51) © 28Feb51; KK62453.

When winter winds blow, warm up with Spudnuts and coffee. (Pastry) Poster. © 29Dec50; KK58089.

Yes! Additional equipment is available under the basic Spudnut franchise plan. (Pastry) Folder. © 28Dec50; KK58084.

PENICK AND FORD, LTD., INC. ©.

America's favorite because sealed-in lemon flavor means taste-perfect lemon pie every time; My-T-Fine. [From Family circle, Feb. 1951, p. 3 of cover] (Pudding or pie filling) Sheet. © 17Jan51; KK59559.

Aunt Dinah molasses. Label. © 26Dec50; KK57262.

Brer Rabbit New Orleans molasses. Label. © 18May51; KK62363.

My-T-Fine. Nut chocolate flavor dessert. [From Woman's day, Apr. 1951, p. 26] Sheet. © 26Feb51; KK60814.

My-T-Fine desserts. So many easy ways to please your family. [From Better homes and gardens, Feb. 1951, p. 109] Sheet. © 25Jan51; KK60175.

My-T-Fine vanilla flavor tapioca dessert. (Tapioca) Label. © 29Dec50; KK60868.

No wonder they prefer Vermont Maid syrup. [From the Boston evening globe, Apr. 26, 1951, p. 28] Sheet. © 26Apr51; KK61965.

Pancake day, February 6th, enjoy real maple sugar flavor with Vermont Maid syrup. [From Successful farming, Feb. 1951, p. 37] Sheet. © 25Jan51; KK59560.

Pancakes and Vermont Maid syrup; real old-time treat. [From Everywoman's, Mar. 1951, p. 51] (Syrup) Sheet. © 22Feb51 (in notice: 1950); KK59561.

Penick & Ford, ltd., incorporated; manufacturers of corn, sugar cane and maple products. 16 p. © 4Jun51; KK62702.

Signet. Cane, corn and sugar syrup. Contents 3 qts., 1 fl. oz. Label. © 19Feb51; KK59634.

That's why they prefer Vermont Maid syrup. [From the Boston daily globe, Apr. 12, 1951, p. 21] Sheet. © 12Apr51; KK61167.

That's why they prefer Vermont Maid syrup. [From the Boston evening globe, May 3, 1951, p. 32] Sheet. © 3May51; KK61966.

Vermont Maid, the largest selling blended syrup in the maple sugar country. [From the Boston daily globe, Apr. 19, 1951, p. 26] Sheet. © 19Apr51; KK61551.

Wild Rose table syrup. Label. © 22Mar51; KK60341.

PENN ELECTRIC SWITCH COMPANY ©.

Hello. Let's get acquainted. (Electric switches) Folder. © 22Jan51; KK60771.

PENNSYLVANIA WINE COMPANY ©.

Sylvania peerless California wines. [From The Philadelphia daily news, Mar. 8, 1951, p. 6] Sheet. © 8Mar51; KK60658.

PEP BOYS, MANNY, MOE AND JACK OF CALIFORNIA.

Inglewood grand opening sale. (Automotive parts and supplies) Sheet. © The Pep Boys, Manny, Moe and Jack of California; 25Apr51; KK62531.

Record breaking sale. (Automotive parts and supplies) Sheet. © The Pep Boys, Manny, Moe and Jack of California; 25Apr51; KK63110.

Sensational May savings sale. (Automotive parts and supplies) Sheet. © The Pep Boys; Manny, Moe & Jack of California; 23May51; KK62322.

PEPIN MOTOR MOUNT COMPANY.

Pepin Motor Mount Company. 15 p. (Catalog no. 2) © Nelson J. Pepin, d.b.a. Pepin Motor Mount Co.; 12Feb51; KK61437.

PEPIN, Nelson J., d.b.a. Pepin Motor Mount Company. SEE Pepin Motor Mount Company.

PEP-IT.

Pep-It micro-organic compound peps up soil's food supply to plant. [From Flower grower, Apr. 1951, p. 58] (Horticultural material for application to soil) Sheet. © Lincoln Maytham, d.b.a. Pep-It; 1Apr51; KK60803.

Put Pep-It on your house plants. Sheet. © Lincoln Maytham, d.b.a. Pep-It; 21Jan51; KK59366.

Put Pep-It on your house plants for growth, bloom and color. [From Pathfinder, Feb. 21, 1951, p. 58] (Humus) Sheet. © Lincoln Maytham, d.b.a. Pep-It; 21Feb51; KK59485.

Stimulate growth of all potted plants with Pep-It. (Fertilizer) Label. © Lincoln Maytham, d.b.a. Pep-It; 20Jan51; KK58510.

Stimulate growth of your house plants with Pep-It. (Plant mulch) Label. © Lincoln Maytham, d.b.a. Pep-It; 1Dec50; KK57908.

Watch your house plants flourish, bloom gloriously with Pep-It. [From Pathfinder, Apr. 18, 1951, p. 59] (Horticultural material for application to soil) Sheet. © Lincoln Maytham, d.b.a. Pep-It; 14Apr51; KK60804.

When opened there may be a thin layer of mold on Pep-It. (Humus) Label. © Lincoln Maytham, d.b.a. Pep-It; 10Mar51; KK59486.

PEPPER (JAMES E.) AND COMPANY, INC. ©.

James E. Pepper no. 1. [From Time, Jan. 22, 1951, p. 59] (Whiskey) Sheet. © 18Jan51; KK58589.

PERKINS PRODUCTS COMPANY ©.

Kool-Aid ice box treats. Makes 10 icy cold drinks. [From Better homes & gardens, Sept. 1950, p. 109] Sheet. © 24Aug50; KK58587.

Kool-aid will surprise you, too! [From the Saturday evening post, June 10, 1950, p. 160] (Soft drink powder) Sheet. © 5Jun50; KK61241.

School days are Kool-Aid days. [From Woman's home companion, Oct. 1950, p. 123] (Soft drink powder) Sheet. © 21Sep50; KK59687.

PERLITE INSTITUTE ©.

The Perlite torch. (Concrete) Folder. (Vol. 1, no. 1) © 8May51; KK62830.

PERLMAN, ALLAN A. ©.

Allan Perlman of Miami. (Beachwear and streetwear) Label. © 16Jan51; KK57843.

PERMA-STONE COMPANY ©.

Beautiful, permanent ultra-modern exteriors. Perma-Stone. Folder. (F-4C) © 20Mar51; KK60000.

Economical exteriors that look expensive. Perma-Stone. Folder. (F-1-C) © 14Apr51; KK61395.

For distinctive interiors. Perma-Stone, the ultra-modern wall treatment. Folder. (F-3B) © 9Apr51; KK60841.

Inviting, builds business, ultra-modern Perma-Stone. (Building material) Folder. © 13Dec50; KK57875.

The magic of Perma-Stone; the modern wall covering. Sheet. (MP-1A) © 10Apr51; KK61394.

More for your home-building dollars! (Perma-Stone finishes) Sheet. © 28Mar51; KK61228.

Perma-Stone. A.I.A. file no. 21-B-1. (Construction material) Pamphlet. © 6Mar51; KK59667.

Perma-Stone. Perpetuates and protects the investment in your church. Folder. (F6-A) © 6Apr51; KK60840.

Perma-Stone, more for your home-building dollars. Folder. (F-2-C) © 19Mar51; KK59986.

Phantom "before" & "after" flasher sign. Perma-Stone, the original moulded stone facing. Sheet. (Form no. 1257) © 1Apr51; KK61937.

Proudly you'll say it's Perma-Stone. (Building material) Sheet. (HB 48-2) © 22Mar51; KK60034.

Proudly you'll say, this is our home, it's Perma-Stone. Folder. (F5-C) © 14Apr51; KK61396.

PERMO, INC. ©.

Fidelitone phonograph and needle facts. Admiral section, release number 1. Pamphlet. © 10Jan51; KK58623.

Fidelitone phonograph and needle facts. Admiral section, release no. 1. Suppl. no. 1. Folder. (Bull. no. 4) © 21May51; KK62990.

Fidelitone phonograph and needle facts. Columbia section, release no. 1. Folder. (Bull. no. 3) © 21May51; KK62988.

Fidelitone phonograph and needle facts. Philco section, release no. 1. Pamphlet. (Bull. no. 2) © 21May51; KK62989.

Permo long-life phonograph and needle facts. Admiral section, release number 1. Pamphlet. (PPF-101) © 19Feb51; KK59351.

PERRINE MANUFACTURING COMPANY ©.

Perrine free-stripper doubles your fishing pleasure. (Fishing equipment) Folder. © 21May51; KK62800.

PERSONAL PRODUCTS CORPORATION ©.

Growing up and liking it. (Sanitary napkins, etc.) 29 p. © 28Nov50; KK59600.

How shall I tell my daughter? (Sanitary napkins) 20 p. © 3Apr51; KK62413.

Sally and Mary and Kate wondered. Modess, Meds, Belts, Co-Ets, Yes tissue. (Sanitary supplies) 6 p. © 23Jan51; KK59312.

Your daughter's "first times." (Sanitary napkins) Pamphlet. © 3Apr51; KK62412.

PESSL (HELENE) INC. ©.

Little Lady, Little Lady Deb, Young Lad, U. S. A. (Toilet preparations) Folder. © 12Jun51; KK62983.

PETER PAN FOUNDATIONS, INC. ©.

2 new treasures. Peter Pan. (Brassieres) Folder. © 30Jan51; KK58196.

PETERS, Virgil N., d.b.a. Peters Pest Control Company. SEE Peters Pest Control Company.

PETERS PEST CONTROL COMPANY.

Rodent-Kil. Label. © Virgil N. Peters, d.b.a. Peters Pest Control Co.; 6Sep50; KK58841.

PETERSON WELDING LABORATORIES, INC. ©.

Valve mileage increased 172 % by new P-B maintenance plan. [From Fleet owner, July 1950, p. 40-41] (Screw-in valve seat for internal combustion engines) Sheet. © 1Jul50; KK62518.

PETRI WINE COMPANY.

Duck! Or you'll be served with Petri wine. Poster. (G9695) © The Petri Wine Co.; 20Aug50; KK61048.

Everything tastes better with Petri wine. [Indian] Poster. (G461) © The Petri Wine Co.; 1May51; KK63093.

He always lingers over Petri wine. [Cocker spaniel holding leash in mouth] Poster. (A16315) © The Petri Wine Co.; 1Nov50; KK59237.

PETRI WINE COMPANY. Cont'd.

Oh boy, Petri wine. [Swimmer] Poster. (G9697) © The Petri Wine Co.; 21Mar51; KK63095.

Swell food, but where's the Petri wine. [Food design] Poster. © The Petri Wine Co.; 1Feb51; KK63094.

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Pet-Sol for fastidious pets; the perfect pet box soil, absorbs and deodorizes. Label. © Pet-Sol Co., partnership of B. E. Alvord & Howard Weeks; 2Jan51; KK58424.

PETTIBONE MULLIKEN CORPORATION ©.

Controlled impact action. (Rock breakers) 7 p. (Bull. no. PMIM-1) © 27Jan51; KK58905.

PFEIFFER BREWING COMPANY ©.

Here's the season's best. [From the Grand Rapids press, Dec. 20, 1950, p. 37] (Beer) Sheet. (482-A) © 20Dec50; KK57149.

Here's the season's best. Pfeiffer's beer. [From the Detroit news, Dec. 20, 1950, p. 22-23] Sheet. (482) © 20Dec50; KK57151.

Produced in Michigan's greatest modern breweries. Pfeiffer's beer. [From the Daily tribune, Royal Oak, Mich., Nov. 30, 1950, p. 30] Sheet. (481-B) © 30Nov50; KK57150.

Produced in Michigan's greatest modern breweries. Pfeiffer's beer. [From the Detroit free press, Nov. 27, 1950, p. 28-29] Sheet. © 27Nov50; KK57154.

Thank you for making Pfeiffer's Michigan's leading beer. [From the Detroit free press, Oct. 30, 1950, p. 20-21] Sheet. (480) © 30Oct50; KK57152.

Thank you for making Pfeiffer's Michigan's leading beer. [From Michigan beverage news, Oct. 30, 1950, p. 3] Sheet. (480-A) © 30Oct50; KK57153.

PFEIFFER'S FOOD PRODUCTS, INC. ©.

Pfeiffer's Imperial Danish dressing; 6 fl. oz. (Dressing for salads, etc.) Label. © 19Feb51; KK59549.

PHARMA-CRAFT CORPORATION ©.

New, amazing medication goes to work quickly. Eratol. [From Springfield (Mass.) daily news, Nov. 17, 1950, p. 27] Sheet. © 17Nov50; KK57598.

New, easy, scientific help to relieve psoriasis and eczema. Eratol. [From the Tribune, Chicago, Nov. 10, 1950] Sheet. © The Pharma-Craft Corp.; 10Nov50; KK59232.

New Eratol medicated cream, must relieve unsightliness and discomfort of psoriasis and eczema. Sheet. © 1Dec50; KK61642.

Psoriasis? Eczema? Does your skin show these symptoms? Eratol medicated cream. [From the Hartford times, Nov. 15, 1950, p. 23] Sheet. © The Pharma-Craft Corp.; 15Nov50; KK57596.

PHELAN-FAUST PAINT MANUFACTURING COMPANY ©.

Help yourself to a more attractive home. Phelan's paints. Folder. © 15Jan51; KK58235.

Help yourself to a more beautiful home. [From St. Louis post-dispatch, Apr. 15, 1951, p. 21A] (Paint) Sheet. © 15Apr51; KK61176.

It's weather-tested. Phelan's One-Two house painting system. [From St. Louis post-dispatch, Apr. 1, 1951, p. 7A] Sheet. © 1Apr51; KK60555.

Lightens your tasks, brightens your day; Phelan's 4 hour enamel. [From St. Louis post-dispatch, Apr. 25, 1951, p. 1-B] (Paint) Sheet. © 25Apr51; KK61589.

One coat covers. Extra tough. Won't scuff. [From St. Louis post-dispatch, Apr. 11, 1951, p. 8 B] (Paint) Sheet. © 11Apr51; KK61189.

Phelan's Duxpar fast drying varnish; clear as glass, wears like iron. [From St. Louis post-dispatch, Apr. 18, 1951, p. 14A] (Paint) Sheet. © 18Apr51; KK61590.

Phelan's Duxpar white enamel, quick drying. A white enamel that stays white. Perky Phelan. [From St. Louis post-dispatch, Apr. 4, 1951, p. 8A] Sheet. © 4Apr51; KK60850.

Phelan's paints hit the target. [From American paint and oil dealer, Jan. 1951, p. 10b] Sheet. © 15Jan51; KK58254.

Phelan's Savoy Mix-Quik colors. Perky Phelan. [Decal] (Paint) Poster. © 15Jan51; KK59249.

Simplest mixable matchable magic ever. Phelan's Savoy Mix-Quik colors. [From American paint and oil dealer, Mar. 1951, p. 10-11] (Paint) Sheets. © 1Mar51; KK59205.

Simplest mixable, matchable magic ever. Phelan's Savoy Mix-Quik colors. [From St. Louis post-dispatch, Apr. 8, 1951, p. 16A] (Paint) Sheet. © 8Apr51; KK60558.

PHILLIPS PACKING COMPANY, INC. ©.

I wish, I wish, I wish, for a main-dish that's nourishing, good to taste, low priced. Phillips Delicious answers all 3 wishes. [From the Evening bulletin, Philadelphia, May 24, 1951, p. 27] (Soups) Sheet. © 24May51; KK62215.

Phillips' Delicious. Label.

Beans with sliced frankfurters. © 12Mar51; KK60885.

Beef and gravy. © 12Mar51; KK60886.

Beef stew. © 12Mar51; KK60887.

Condensed chicken with rice. © 12Mar51; KK60882.

Cooked spaghetti. © 12Mar51; KK60055.

Corned beef hash. © 12Mar51; KK60889.

Cream style golden sweet corn. © 12Mar51; KK60881.

Pork and beans in delicious tomato sauce. © 12Mar51; KK60883.

Spaghetti and meat balls. © 12Mar51; KK60888.

Sweet peas. © 12Mar51; KK60884.

Tomatoes. © 12Mar51; KK60056.

PHOENIX HOSIERY COMPANY ©.

Fashion digest, spring 1951. (Hosiery) 17 p. © 23Feb51; KK60780.

PICK-A-COLOR SPECIALTY COMPANY ©.

Fun for all. Pick-A-Color. (Games) Label. © 21Dec50; KK57011.

PICTSWEET FOODS, INC. ©.

Pictsweet. (Frozen foods) Label.

Frozen fresh baby lima beans. © 1Sep49 (in notice: 1945); KK60009.

Frozen fresh boysenberries in syrup. © 1Nov47 (in notice: 1945); KK60012.

Frozen fresh chopped spinach. © 1Sep48 (in notice: 1945); KK60010.

Frozen fresh cut up frying chicken. © 1Jan50 (in notice: 1949); KK60015.

Frozen fresh French fried potatoes. © 15Mar51; KK62507.

Frozen fresh golden sweet corn with diced sweet peppers. © 10Oct46 (in notice: 1945); KK60008.

Frozen fresh leaf spinach. © 14May51; KK62833.

Frozen fresh pitted dark sweet cherries in syrup. © 1Apr46 (in notice: 1945); KK60013.

Frozen fresh red raspberries in syrup. © 1Mar46 (in notice: 1945); KK60014.

Frozen fresh succotash. © 1Jan48 (in notice: 1945); KK60011.

Pure concentrated frozen fresh lemonade. © 1Jun49; KK58845.

Pure concentrated orange juice. © 1Feb50; KK58844.

PIEL BROTHERS ©.

What is a dry beer? Piel's light beer. [From the New York times, Feb. 21, 1951, p. 16] Sheet. © 21Feb51; KK59536.

PILLING (GEORGE P.) AND SON COMPANY ©.

Pilling catalog of surgical instruments and hospital supplies. 187 p. (50) © 15Nov50; KK57532.

PILLSBURY MILLS, INC. ©.

Every feed dealer will want to read what Layne & Thompson, Cayuga, Ind., accomplished with Pillsbury's new business plan. [From Feedstuffs, Dec. 23, 1950, p. 60] (Feeds and concentrates) Sheet. © 23Dec50; KK58305.

Producing profitable beef. (Animal feed) Folder. (1/1 S-11) © 8Feb51; KK58967.

Starting and growing chicks for biggest, fastest profits. Pillsbury's Best feeds. Pamphlet. (1/1 33T) © 2Feb51; KK59348.

PINESBRIDGE FARM, INC.

Choose a vintage ham. Sheet. © 2Mar51; KK60779.

PIONEER SUSPENDER COMPANY ©.

Pioneer, the mark of a man. Braces, garters, belts, wallets, jewelry. [From Esquire's apparel arts, May 1950, p. 14] Sheet. © 1May50; KK60498.

PITTSBURGH CONSOLIDATION COAL COMPANY ©.

Tops in topside mining. Hanna Georgetown Preparation Plant. [From the Midwest purchasing agent, May 1951, p. 22-23] (Coal) Sheets. © 14May51; KK62239.

PITTSBURGH PLATE GLASS COMPANY ©.

Announcing new Pittsburgh Wallhide rubberized satin finish. [From the Saturday evening post, May 5, 1951, p. 66-67] (Paints) Sheet. © 2May51; KK63034.

Design of the month. (Glass products) Folder.

Nov. 1949. © 7Nov49; KK62112.

Dec. 1949. © 13Dec49; KK62111.

Jan. 1950. © 1Feb50; KK62110.

Feb. 1950. © 2Mar50; KK62109.

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Nov. 1950. © 26Feb51; KK62100.
Dec. 1950. © 12Apr51; KK62099.
Jan. 1951. © 20Apr51; KK62098.
Feb. 1951. © 20Apr51; KK62097.
Mar. 1951. © 24Apr51; KK62096.
Apr. 1951. © 7May51; KK62095.
May 1951. © 16May51; KK62094.
June 1951. © 6Jun51; KK62887.

For a brighter, gayer, more cheerful home; paint right with Color Dynamics, paint best with Pittsburgh paints. [From the Saturday evening post, Apr. 21, 1951, p. 53] Sheet. © 18Apr51; KK61484.

For greater beauty for more years, paint right with Color Dynamics. Paint best with Pittsburgh paints. [From the Saturday evening post, Nov. 4, 1950, p. 55] Sheet. (934) © 1Nov50; KK57155.

Give your home an exciting new personality. Pittsburgh paints. [From the Saturday evening post, Mar. 24, 1951, p. 67] Sheet. (945) © 21Mar51; KK60317.

Make your home more livable and lovable. Pittsburgh paints. [From the Saturday evening post, May 26, 1951, p. 71] Sheet. © 23May51; KK63035.

You bring out the best in your home when you paint right with color Dynamics, paint best with Pittsburgh paints. [From the Saturday evening post, Apr. 7, 1951, p. 54-55] Sheet. © 4Apr51; KK61485.

PLAYTOWN PRODUCTS, INC. ©.
Playtown toy tent. Sheet. © 17Apr51; KK61074.

PLIBRICO JOINTLESS FIREBRICK COMPANY ©.
Plibrico enclosures for large steam generators. Pamphlet. (56) © 21Feb51; KK59291.

Plibrico incinerators, for all kinds of industrial and institutional refuse. 14 p. (2) © 21Mar51; KK59938.

Plibrico refractory products for boiler settings and furnace enclosures. 48 p. (1) © 21Mar51; KK59944.

Pliosil jointless firebrick, for lining ladles ... (Castable refractory material) Folder. (5) © 23Feb51; KK59292.

PLOMB TOOL COMPANY ©.
Proto means professional tools, and Proto means profits too. (Plomb tools) Pamphlet. (5141) © 2Mar51; KK59795.

Use the new eye-catching Proto Plion, combination tie clasp and money clip. Folder. (Bull. no. 5043) © 1Dec50; KK58030.

PLUM Run Stone Division, New York Coal Sales Company. SEE New York Coal Sales Company. Plum Run Stone Division.

PLYCRAFT PRODUCTS ©.
Vent-A-Light skylight. Folder. © 20Oct50; KK62013.

POHJOLA, UNO ©.
For top cut of gable studs or bottom cut of jack rafters ... [Carpenters' information on angle cuts] (Saw frames, tool boxes, etc.) Label. © 7Sep50; KK58453.

POLAND SOAP WORKS, INC. ©.
Things that some men can't learn. 7-11. Brighten-Up. Liquid Scrub. Eco. (Soap) 29 p. © 24Jan51; KK58809.

POLLITT, ROSCOE.
Nuggets from 40 Golden Acres. KK63193. SEE Consolidated Products Company.

POLLOCK PAPER CORPORATION ©.
Home Pac ice cream. One half gallon. Label. (381) © 21Mar51; KK61161.

Metzger's sherbet; pineapple. Label. © 3Apr49; KK62306.

POND (A. H.) COMPANY, INC. ©.
Here's your new spring 1951 Crescent newspaper mat service. Folder. © 12Mar51; KK61232.

PORTER, ROSS HENRY ©.
Beauty Mark bra. [From the San Gabriel sun, San Gabriel, Calif., June 7, 1951, p. 6] Sheet. © 7Jun51; KK62815.

PORTER'S FLORAL CARD ©.
A merry Christmas. A gift from my garden ... (Seeds) Label. © 1Sep50; KK58630.

PORTLAND PUNCH COMPANY ©.
Albert's special punch syrup. Label. © 20Mar51; KK59776.

POSTLEWAITE, Gretchen H. and William C. Postlewaite, d.b.a. Homespun Valley. SEE Homespun Valley.

POSTLEWAITE, William C. and Gretchen H. Postlewaite, d.b.a. Homespun Valley. SEE Homespun Valley.

POTTS, Alyne F., and Harold S. Potts; Red River Chili Company. SEE Red River Chili Company.

POTTS, Harold S., and Alyne F. Potts; Red River Chili Company. SEE Red River Chili Company.

POWELL, Gerry and Bernard B. Workman, d.b.a. Workman-Powell. SEE Workman-Powell.

PRECISION MACHINE COMPANY.
Precision chemical pumps. Folder. (Bull. no. PM-17) © Clifford B. Moller, d.b.a. Precision Machine Co.; 21Feb51; KK59395.

PREMO SPORT PUBLICATIONS ©.
1951 baseball schedule, compliments of PM; blended whiskey. 39 p. © 15Mar51; KK60849.

PRESTIGE Silver Plate Division of Home Decorators, inc. SEE Home Decorators, inc. Prestige Silver Plate Division.

PREST-O-LITE BATTERY COMPANY, INC. ©.
They never miss! by Gum. Prest-o-lite. (Batteries) Sheet.
[From Fleet owner, Oct. 1950, p. 84] (1751) © 23Oct50; KK59369.
[From Fleet owner, Nov. 1950, p. 167] (1750) © 8Nov50; KK59368.
[From Southern automotive journal, Oct. 1950, p. 50] © 8Oct50; KK57416.
[From Southern automotive journal, Nov. 1950, p. 50] © 8Nov50; KK57415.

PRICE, Willie C., d.b.a. Rose Haven Broiler and Egg Farm. SEE Rose Haven Broiler and Egg Farm.

PRINCESS NÉROLI.
Princess Néroli oil softens dry skin. (Cosmetic and toilet preparations) Label. © Princess Néroli, a firm solely owned by Mabel H. Davis & Charles T. Davis, co-partners; 17May51; KK62092.

PROCTER AND GAMBLE COMPANY.
At last, no-rinse washes that are clean and bright. Cheer. [From Hutchinson news herald, Hutchinson, Kan., Feb. 11, 1951, comic section] Sheet. (12-A) © The Procter & Gamble Co.; 11Feb51; KK61109.

Brand new! Cheer, Procter & Gamble's grand new washday marvel. [From Star telegram, Fort Worth, May 24, 1951] (Detergent) Sheet. (18-B) © The Procter & Gamble Co.; 24May51; KK63088.

Exciting washday news from Procter & Gamble. Cheer. [From Tulsa world, Tulsa, Okla., Mar. 18, 1951, comic section] (Detergent) Sheet. (15-A) © The Procter & Gamble Co.; 18Mar51; KK61107.

The first home permanent wave ... that looks, feels, behaves ... like the loveliest naturally curly hair. Lilt. [From Des Moines Sunday register, Mar. 11, 1951, comic section] Sheet. © The Procter & Gamble Co.; 11Mar51; KK60451.

Great news from Procter & Gamble for every woman who washes clothes. Cheer. [From Houston chronicle, Houston, Tex., Mar. 11, 1951, comic section] (Detergent) Sheet. (13) © The Procter & Gamble Co.; 11Mar51; KK61108.

Here's dishwashing magic in a bottle. Joy. (Liquid soap) Sheet. © The Procter & Gamble Co.
[From Baltimore sun, Mar. 4, 1951, comic section] © 4Mar51; KK59439.
[From Mansfield news journal, Mansfield, Ohio, Mar. 4, 1951, comic section] (28) © 4Mar51; KK60165.
[From New Haven Sunday register, Mar. 11, 1951, comic section] © 11Mar51; KK59596.
[From New York journal American, Feb. 23, 1951, p. 15] © 23Feb51; KK58826.
[From Pittsburgh press, Feb. 25, 1951, comic sect.] © 25Feb51; KK59167.

High-ratio coconut crunch cake. Sweetex. (Vegetable shortening) Card. (1140-U) © The Procter & Gamble Co.; 20Oct50; KK57195.

High-ratio Thanksgiving dinner cake. Sweetex. (Vegetable shortening) Card. (1144-U) © The Procter & Gamble Co.; 25Oct50; KK57194.

It's new, it's miraculous for all fine washable fabrics. Joy. [From New York times, June 10, 1951, p. 58] (Soap) Sheet. © The Procter & Gamble Co.; 10Jun51; KK62698.

It's new! It's news! Cheer, Procter and Gamble's new washday marvel. [From Houston chronicle, Apr. 12, 1951] (Detergent) Sheet. (17E) © The Procter and Gamble Co.; 12Apr51; KK62570.

Lilt. No other home permanent wave looks; feels; behaves so much like the loveliest naturally curly hair. [From Pittsburgh press, Mar. 11, 1951, Comic sect.] Sheet. © The Procter & Gamble Co.; 11Mar51; KK59805.

New! Washday marvel from Procter and Gamble; no matter what soap you're now using, Cheer guarantees you a cleaner, whiter wash. [From Tulsa world, Apr. 8, 1951] Sheet. (14A) © The Procter and Gamble Co.; 8Apr51; KK62571.

PROCTER AND GAMBLE COMPANY. Cont'd.

New speed way to clean house. Once over with new Spic & Span. [From New York world telegram & Sun, Apr. 26, 1951, p. 14) (Powdered soap) Sheet. © The Procter & Gamble Co.; 26Apr51; KK61326.

News! Big news! Cheer, Procter & Gamble's newest washday marvel. [From Star telegram, Fort Worth, May 10, 1951] (Detergent) Sheet. (16-B) © The Procter & Gamble Co.; 10May51; KK63087.

No other home permanent wave ... Lilt. Sheet. © The Procter & Gamble Co.

[From the Boston Sunday globe, June 17, 1951, comic section] © 17Jun51; KK62874.

[From Chicago tribune, Mar. 25, 1951, comic section] © 25Mar51; KK60688.

[From New Haven register, Apr. 22, 1951, p. 11] © 22Apr51; KK61184.

[From Pittsburgh press, Apr. 1, 1951, comic section] © 1Apr51; KK60338.

[From Rochester democrat & chronicle, Rochester, N. Y., June 10, 1951] © 10Jun51; KK62763.

Once over with new Spic & Span. (Powdered soap) Sheet. © The Procter & Gamble Co.

[From New York journal American, May 3, 1951, p. 12] © 3May51; KK61621.

[From New York journal American, May 3, 1951, p. 12] © 3May51; KK62311.

Once over with new Spic & Span cleans brighter, twice as fast as soap. (Powdered soap) Sheet. (33) © 15Apr51; KK62817.

Primex. Orange twists, a doughnut that's different. (Shortening) Card. (1139-U) © The Procter & Gamble Co.; 20Oct50; KK57196.

Puritan oil. Pepper ring and cheese salad. (Cottonseed salad oil) Card. (284-W) © The Procter & Gamble Co.; 5Dec50; KK57193.

Thousands rave about ... Cheer. [From St. Louis star times, Nov. 9, 1950] (Detergent) Sheet. (11-C Rev.) © The Procter & Gamble Co.; 9Nov50; KK58982.

With new Spic & Span once over, dirt's gone. (Soap) Sheet. © The Procter & Gamble Co.

[From Hartford courant, Mar. 18, 1951, comic section] © 18Mar51; KK61129.

[From Hartford courant, Mar. 25, 1951] © 25Mar51; KK62349.

[From Hartford courant, Apr. 1, 1951] © 1Apr51; KK62350.

[From Hartford courant, May 13, 1951, comic section] © 13May51; KK62697.

PROCTOR ELECTRIC COMPANY ©.

You'll be the first to give this wonderful gift. Proctor Presurmat. [From Harrisburg evening news, Dec. 13, 1950] (Pressure cooker) Sheet. © 13Dec50; KK58596.

PRODUCERS CREAMERY COMPANY ©.

Promo, mild American natural cheddar cheese; 10 oz. bar. Label. © 1Jul50; KK58461.

Promo, old fashioned longhorn cheese. Label. © 1Jul50; KK58462.

Promo, old fashioned mild natural cheddar. (Cheese) Label. © 1Jul50; KK58464.

Promo, old fashioned sharp natural cheddar. (Cheese) Label. © 1Jul50; KK58463.

PROEBSTING, TAYLOR, INC. ©.

How many of you have franchise problems? Utility Advertising Service. (Newspaper mats) Folder. © 2Feb51; KK61163.

When you advertising managers have your first touch of spring fever ... Utility Advertising Service. (Newspaper mats) Folder. © 2Mar51; KK61164.

PROFESSIONAL Research Products Division Trimfoot Company. SEE Trimfoot Company. Professional Research Products Division.

PROSPERITY COMPANY, INC.

Air-operated presses for more than a quarter of a century. [From Daily news record, Mar. 19, 1951, p. 28] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 19Mar51; KK60428.

Air-operated presses for more than a quarter of a century. Prosperity Seam-O-Matic power iron. [From Daily news record, New York, Nov. 27, 1950, p. 17] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 27Nov50; KK59107.

Air-operated presses ... pioneered by Prosperity. [From Daily news record, New York, Dec. 26, 1950, p. 15] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 26Dec50; KK58000.

As near as your telephone. Prosperity. (Laundry machinery) Folder. © The Prosperity Co., inc.; 27Apr51; KK62502.

The complementary combination for quality cleaning and finishing. [From American dry cleaner, June 1951, p. 8-9] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 8Jun51; KK62923.

If you want performance facts, ask any operator. (Laundry machinery) Folder. © The Prosperity Co., inc.; 23Mar51; KK61244.

It's up and over with the famous Prosperity team. (Laundry machinery) Folder. © The Prosperity Co., inc.; 25Jan51; KK62501.

New. Prosperity all-purpose wearing apparel unit. [From American laundry digest, Jan. 15, 1951, p. 40-41] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 15Jan51; KK58364.

Prosperity air-operated presses for drycleaners. [From American drycleaner, Feb. 1950, p. 8-9] Sheets. © The Prosperity Co., inc.; 1Feb51; KK58836.

Prosperity automatic washing control. (Laundry machinery) Pamphlet. © The Prosperity Co., inc.; 25Apr51; KK62213.

Prosperity digest. (Laundry machinery) Pamphlet. © The Prosperity Co., inc.

24. © 29Nov50; KK57188.
25. © 2Jan51; KK58365.
26. 16 p. © 5Feb51; KK58753.
27. © 25Feb51; KK60028.
28. 20 p. © 2Apr51; KK61256.
29. © 3May51; KK62436.
30. © 4Jun51; KK62767.

Prosperity EzyPresses for drycleaners. (Laundry machinery) Folder. © The Prosperity Company, Inc.; 29Nov50; KK57852.

Prosperity fully automatic dry cleaning unit, model 6-A. (Laundry machinery) Pamphlet. © The Prosperity Co., inc.; 15Apr51; KK62212.

Prosperity (semi-automatic) individual production washer. (Laundry machinery) 53 p. (54-X) © The Prosperity Co., inc.; 2May51; KK62503.

Prosperity 25-pound fully-automatic individual production washer. (Laundry machinery) Sheet. © The Prosperity Co., inc.; 26Apr51; KK62435.

Prosperity 25-pound semi-automatic individual production washer. (Laundry machinery) Sheet. © The Prosperity Co., inc.; 27Apr51; KK62434.

Representing a quarter of a century experience in the development and manufacture of air-operated drycleaning presses. [From Cleaning and laundry world, Feb. 1951, p. 15] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 25Feb51; KK62211.

Wherever you find fine dry cleaning, you find a Prosperity ... [From National cleaner and dyer, May 1951, p. 29] (Laundry machinery) Sheet. © The Prosperity Co., inc.; 15May51; KK62745.

PUBLIC RELATIONS RESEARCH SERVICE, INC. ©.

A story typical of the trucking industry. Helm's New York Pittsburgh Motor Express, inc. Folder. © 17Oct50; KK57819.

PUBLISHERS BOOK BINDERY, INC. ©.

This is a hard cover binding, the challenge to your wastepaper basket. (Creative binding) Pamphlet. © 23Oct50; KK57379.

PUBLISHERS' PAPER COMPANY ©.

Sierra fibre towels. Label. © 1Oct50; KK58726.

PUBLIX SHIRT CORPORATION. TruVal Manufacturers, inc. Division ©.

Best values in Christmas gifts for men. TruVal shirts, pajamas, sportswear. [From Argosy, Dec. 1950, p. 7] Sheet. © 20Nov50; KK57599.

PUERTO RICO RUM INSTITUTE, INC. ©.

Double your fun with Puerto Rican rum. Sheet. © 13Apr51; KK62023.

For fun that makes a party hum, insist on rums from Puerto Rico. [From Philadelphia inquirer, Nov. 16, 1950, p. 32] Sheet. © 16Nov50; KK60045.

For parties full of fun. Rums of Puerto Rico. Sheet. © 9Nov50; KK61643.

Free fun for your holiday parties. Rums of Puerto Rico. [From the New York times, Nov. 8, 1950] Sheet. © 8Nov50; KK58502.

Give the happiest party in town. Rums of Puerto Rico. [From Gourmet, Nov. 1950, p. 27] Sheet. © 1Nov50; KK58501.

Happy trick to make a party click ... There's nothing smoother than the rums of Puerto Rico. Sheet. © 17Nov50; KK62563.

Hear, hear, for party cheer. Rums of Puerto Rico. [From the San Francisco chronicle and examiner, Nov. 21, 1950] Sheet. © 21Nov50; KK58504.

Latest thing to make a party sing. [From Philadelphia inquirer, Nov. 15, 1950, p. 20] (Rum) Sheet. © 15Nov50; KK60044.

Looks like fun, tastes like fun. [From Gourmet, Feb. 1951, p. 25] (Rum) Sheet. © 1Feb51; KK59761.

Three cheers for holidays. Fun, fun, fun with Puerto Rican rum. [From Gourmet, Dec. 1950] Sheet. © 1Dec50; KK58505.

Tom 'n' Jerry to make a party merry. Rums of Puerto Rico. [From the San Francisco chronicle and examiner, Nov. 9, 1950] Sheet. © 9Nov50; KK58503.

PUREX CORPORATION, LTD. ©.

Aunt Sylvia and the desperate wife. Purex. [From the American weekly, Mar. 4, 1951, p. 22] (Bleach) Sheet. (LA-861-E) © 4Mar51; KK60007.

Aunt Sylvia and the shredded shirt. Purex. (Bleach) Sheet. © 15Apr51; KK61210.

Aunt Sylvia and the tattered towel. Purex. [From Sunday American press, Lake Charles, La., Mar. 25, 1951, p. 7] (Bleach) Sheet. (LA-863) © 25Mar51; KK60339.

Big bargain sale. Trend. [From Los Angeles times, Jan. 18, 1950, pt. 3, p. 7] (Detergent) Sheet. (LA-156) © 18Jan51; KK58051.

It's here! News. (Detergent) Sheet. (LA-3-A) © 13Dec50; KK61211.

It's here. News. [From Santa Barbara news-press, Feb. 28, 1951, p. A-7] (Detergent) Sheet. (LA-2-A) © 28Feb51 (in notice: 1950); KK59733.

It's here. Trend, the new wonder suds for dishwashing. [From the Palm Beach times-post, Palm Beach, Fla., Feb. 5, 1951, p. 16] (Detergent) Sheet. (LA-163) © 5Feb51; KK62217.

1 ¢ sale on Trend. [From Florida times-union, Jacksonville, Fla., Feb. 15, 1951, p. 34] (Detergent) Sheet. © 15Feb51; KK62764.

One suds for all washing. News. [From the Bakersfield Californian, Mar. 22, 1951, p. 12] (Detergent) Sheet. (LA-5-A) © 22Mar51; KK60328.

Tale of the wrecked tablecloth; Purex the gentle bleach. [From Los Angeles times, Jan. 24, 1951, pt. 3, p. 4] Sheet. (LA-860) © 24Jan51; KK58411.

Trend cuts grease faster. [From the Ada evening news, Feb. 16, 1950, p. 3, pt. 2] (Detergent) Sheet. (LA-126) © 16Feb50; KK57205.

Trend cuts grease faster. [From Fort Worth star-telegram, Feb. 16, 1950, p. 38] (Detergent) Sheet. (LA-124) © 16Feb50; KK58855.

Trend cuts grease faster. [From the Tacoma news tribune, Jan. 12, 1950, p. 14] (Detergent) Sheet. (LA-123) © 12Jan50; KK57204.

Trend cuts grease faster; milder than pure soap. [From Oklahoma City times, Jan. 12, 1950, p. 18] Sheet. (LA-120) © 12Jan50; KK58417.

Trend cuts grease faster; milder than pure soap. [From Oklahoma City times, Mar. 2, 1950, p. 21] Sheet. (LA-127) © 2Mar50; KK58418.

PURITY BAKERIES CORPORATION. Grennan Bakeries Division ©.

Cook Book walnut crisp. (Bakery products) Label. © 1Nov50; KK58047.

Grennan cook book fig bars. Label. © 5Jan51; KK60421.

PYRAMID INSTRUMENT CORPORATION ©.

Could a doctor get along without a stethoscope? (Amprobe volt-ammeter) Folder. © 12Apr51; KK60955.

Q

QUAKER OATS COMPANY.

University proves Mother's Oats the finest of all 14 leading cereals. [From Akron beacon journal, May 24, 1951, p. 20] Sheet. © The Quaker Oats Co.; 24May51; KK62772.

University proves Quaker oats the finest of all 14 leading cereals. [From the Cedar Rapids gazette, Cedar Rapids, Iowa, May 17, 1951, p. 21] Sheet. © The Quaker Oats Co.; 17May51; KK62124.

QUAKER OATS COMPANY. Coast Fisheries Division.

This yarn's for you, my pretties. See what it means to be a Puss 'N Boots cat? [From Life, Mar. 5, 1951, p. 80] (Cat food) Sheet. © Coast Fisheries, division of The Quaker Oats Co. (in notice: Coast Fishing Co.); 2Mar51; KK60601.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©.

Beauty and brains Paula Raymond goes for Sunbeam, too. (Baked goods) Sheet. © 16Apr51; KK62960.

Canny canine Lassie goes for Sunbeam, too. (Baked goods) Sheet. © 9Apr51; KK62958.

Husky 6 foot John Hodiak goes for Sunbeam, too. (Baked goods) Sheet. © 11Apr51; KK62961.

King-sized baritone Howard Keel goes for Sunbeam, too. (Baked goods) Sheet. © 16Apr51; KK62956.

Lovely, radiant Elizabeth Taylor goes for Sunbeam, too. (Baked goods) Sheet. © 9Apr51; KK62957.

Man of a thousand roles! MGM star Reginald Owen goes for Sunbeam, too. (Baked goods) Sheet. © 23Apr51; KK62959.

Nimble-footed, top-hatted Fred Astaire likes Sunbeam, too. (Baked goods) Sheet. © 2Apr51; KK62964.

Small package of T-N-T! Famous movie star Dean Stockwell goes for Sunbeam, too. (Baked goods) Sheet. © 4May51; KK62955.

Smart redhead! Arlene Dahl goes for Sunbeam, too. (Baked goods) Sheet. © 9Apr51; KK62962.

Tall, dashing Peter Lawford goes for Sunbeam, too. (Baked goods) Sheet. © 4Apr51; KK62963.

QUALITY IMPORTERS, INC. ©.

Cool, cool, Welch's wine over the rox. [From New York world-telegram and sun, May 29, 1951, p. 10] Sheet. © 29May51; KK62288.

Enjoy a Welch cooler summer. (Wines) Poster. © 15Jun51; KK62985.

It clicked, but quick. Welch's wine. [From New York world telegram and the sun, May 1, 1951, p. 29] Sheet. © 1May51; KK61532.

Made to order ... Welch's wine; the masterpiece of the Grape Master. [From Cue, May 19, 1951, p. 23] Sheet. © 18May51; KK62187.

Welch presents its crowning achievement, Welch's wine. [From New York times, Apr. 10, 1951, p. 56] Sheet. © 10Apr51; KK61059.

QUARTARARO, Vincent, d.b.a. Acqua Lina Manufacturing Company. SEE Acqua Lina Manufacturing Company.

QUINIO, LOUIS J., d.b.a. Rolo-Curl Co. SEE Rolo-Curl Company.

R

R AND H AUTO PARTS COMPANY ©.

Guaranteed R & H auto parts. Catalog no. 51. 48 p. © 1May51; KK61538.

RAINBOW FOOD COMPANY ©.

Dixie Boy barbeque marinating sauce. Label. © 12Dec50; KK62623.

RAINIER BREWING COMPANY ©.

Rainier bock beer. Poster. © 5Feb51; KK62381.

Rainier Kräusen. (Beer) Label. © 29Mar51; KK61190.

RAMSEY CORPORATION ©.

1st soft break-in action. Ramco. [From Southern automotive journal] (Piston rings) Sheet. (R5058T) © 1Jul50; KK60726.

Premature old age. Ramco. [From Popular mechanics, Mar. 1951, p. 234] (Piston rings) Sheet. (5409) © 1Mar51; KK59954.

Premature old age. Ramco. [From the Saturday evening post, Mar. 17, 1951, p. 146] (Piston rings) Sheet. (R5368-A) © 17Mar51; KK59957.

Profits multiply when you sell all 4. Ramco. [From Southern automotive journal] (Piston rings) Sheet. (R5255P) © 1Dec50; KK59955.

Proper preparation of cylinder wall. Ramco. [From Motor, Feb. 1951, p. 83] (Piston rings) Sheet. (R-5361) © 1Feb51; KK59958.

Sell the big profit service this easier way. Ramco. [From Motor age] (Piston rings) Sheet. (R5254P) © 1Nov50; KK59956.

This money saving way. Ramco. [From Saturday evening post, p. 183] (Piston rings) Sheet. (R5005) © 21Oct50; KK60727.

EL RANCHO YUGURTI ©.

Formula "J" yogurt. (Fermented milk product) Label. © 1Jun51; KK62940.

RAND, MCNALLY AND COMPANY ©.

Rand McNally story book clock. (Books) Label. © 1Aug50; KK57751.

RAY-O-VAC COMPANY ©.

Here's the greatest hearing aid battery ever developed. [From Hearing dealer, Apr. 1951, p. 23] (Dry batteries) Sheet. © 15Apr51; KK61335.

Now, light when you need it. Ray-O-Vac leak proof flashlight battery. [Shows woman with flashlight in basement] Sheet. © 2May51; KK62877.

REACH (A. J.) WRIGHT AND DITSON ©.

Trade price edition, 1951. (Sports equipment) 36 p. © 13Apr51; KK62967.

RED RIVER CHILI COMPANY.

Potts O K brand. Home style delicious plain chili. Label. © Harold S. Potts & Alyne F. Potts (in notice: Red River Chili Co.); 31Mar51; KK60632.

RED TOP BREWING COMPANY ©.

Red Top ale. Label. © 21Mar51; KK59951.

20 Grand cream ale. Label. © 1Feb51; KK59191.

Why don't you join the thousands who enjoy Red Top, it's really extra dry, says the Red Top girl. [From the Columbus citizen, Columbus, Ohio, Feb. 22, 1951, p. 7] (Beer) Sheet. © 22Feb51; KK62915.

RED STAR YEAST AND PRODUCTS COMPANY ©.

Red Star brewers yeast. Label. © 9Mar51; KK60392.

REDD, EXIE KNOTT ©.

Lemon sugar. (Sugar and juice of lemon) Label. © 8Dec50; KK57073.

REFLECT-A-SIGN COMPANY.

Dim lights. (Reflect sign to go on rear bumper of automobile) Label. © R. R. Painter, Sr., d.b.a. Reflect-A-Sign Co.; 15Mar51; KK62525.

RELIANCE CONTAINER COMPANY.

People prefer Pak-Lee for processed food, cereals, tobacco products. (Packaged containers) Sheet. © Reliance Container Co. (Gerald Berkman, owner); 21Jun51; KK62907.

RELIANCE GAUGE COLUMN COMPANY.

Reliance water columns series 450 for pressures up to 450 psi. Sheet. (Catalog 500, sec. Bl-4) © The Reliance Gauge Column Co.; 20Dec50; KK58747.

Reliance water columns series 900 for pressures up to 900 psi. Sheet. (Catalog 500, sec. Bl-7) © The Reliance Gauge Column Co.; 20Dec50; KK58749.

Reliance water columns series 1100 for pressures up to 1100. Sheet. (Catalog 500 sec. Bl-9) © The Reliance Gauge Column Co.; 20Dec50; KK58750.

Reliance water columns series 650 for pressures up to 650 psi. Sheet. (Catalog 500, sec. Bl-5) © The Reliance Gauge Column Co.; 20Dec50; KK58748.

Reliance water columns series 350 for pressures up to 350 psi. Sheet. (Catalog 500, sec. Bl-1) © The Reliance Gauge Column Co.; 20Dec50; KK58746.

Reliance water columns series 2000 for pressures up to 2000 psi. Sheet. (Catalog 500 sec. Bl-11) © The Reliance Gauge Column Co.; 20Dec50; KK58751.

RENAULT (L. N.) AND SONS, INC. ©.

Pink Lady sweet red wine. Label. © 6Nov50; KK57451.

REO MOTORS, INC. Lawn Mower Division ©

As one Reo operator to another. Reo Royale de luxe power lawn mower. [From the Saturday evening post, Apr. 14, 1951, p. 149] Sheet. © 14Apr51; KK61919.

Why should the boys have all the fun? Reo Royale de luxe power lawn mower. [From Parade, Apr. 29, 1951, p. 5] Sheet. © 29Apr51; KK61918.

REPUBLIC MOLDING CORPORATION ©.

Cool and refreshing! Polly-Flex products. (Food containers) Sheet. © 19Jun50; KK61226.

Polly-Flex products, the quality line in plastics. (Food containers) Sheet. © 11Dec50; KK61227.

Republic Freezettes food storage. (Food containers) Label. © 17Apr50; KK60543.

Republic non-breakable Freezette containers. (Food containers) Sheet. © 19May50; KK61223.

Republic Polly-Flex products. (Food containers) Label. © 19May50; KK60537.

Republic's Polly-Flex decanters. (Food containers) Sheet. © 19Jun50; KK61522.

Something new! Republic's Polly-Flex ware! (Plastic cups and saucers) Sheet. © 8Dec49; KK61225.

RESEARCH CORPORATION ©.

What's new in fly ash collection. (Cottrell precipitators) Folder. (Bull. no. FA) © 4Dec50; KK59297.

REVERE ELECTRIC MANUFACTURING COMPANY ©.

Bulletin no. 149-C. Revere Eliptor floodlights. 8 p. © 15Mar51; KK60094.

Leadership in lighting. Revere. Folder. © 20Feb51; KK58761.

Protect the vulnerable spots with Revere lighting. Folder. © 1Feb51; KK58860.

Revere Pylon-lites, the original outdoor fluorescent lighting unit. 62-4 p. (Bull. no. F-150-A) © 1Feb51; KK58861.

Revere, the quality line. (Service station lighting) Folder. © 1Feb51; KK58859.

Trouble shooting for outdoor fluorescent fixtures. Revere Pylon-lite. Folder. © 15Mar51; KK60109.

REVLON PRODUCTS CORPORATION ©.

Fashion Plate. The only cream-wafer face make-up in the world. [From Seventeen, Nov. 1950] Sheet. © 1Nov50; KK58524.

Now. The fabulous flattery of candlelight captured in a face make-up. Revlon's Touch-and-Glow. [From Vogue, Feb. 1951] (Liquid make-up) Sheet. © 1Feb51; KK59550.

Now. The fabulous flattery of candlelight, captured in a face make-up. Touch-and-Glow. Lanolite. [From Seventeen, Sept. 1950] Sheet. © 1Sep50; KK58526.

Revlon's new Aquamarine lotion. [From Vogue, Feb. 1951, p. 4 of cover] Sheet. © 1Feb51; KK60257.

Revlon's Touch-and-Glow. [From Glamour magazine, Nov. 1950] (Cosmetics) Sheet. © 22Oct50; KK59408.

Where's the Fire? It's Revlon's new fall color for lips and matching fingertips. [From Seventeen, Oct. 1950, p. 3] Sheet. © 1Oct50; KK58525.

RAY-O-VAC INTERNATIONAL, INC. ©.

The MIFOF, new tool for underdeveloped countries. Monona. (Batteries) 11 p. © 21Dec50; KK57933.

RETTA PRODUCTS ©.

Mops-All ruffle duster. (Mop) Sheet. © 16Jan51; KK58530.

REX CORPORATION.

101 uses for Craftstrip, by Cy Vaughn. Rex-Lace. Rex-Cord. (Plastic lacing material) 21 p. © The Rex Corp.; 10Jan51 (in notice: 1950); KK59899.

REYNOLDS METALS COMPANY ©.

Lo and behold! She's a champion chef with amazing Reynolds wrap (the pure aluminum foil) [From Better homes and gardens magazine, Dec. 1950, p. 87] Sheet. © 15Nov50; KK61665.

More military parts using less aluminum. [Military parts brochure] Folder. © 15May51; KK61958.

RICE, HARRY CURTIS ©.

Vapor-Halant. Label. © 8May51; KK62315.

RICHARDS COMPANY, INC.

Let's go exploring. One family's wonderful adventure. Richards Topical encyclopedia. Pamphlet. © The Richards Co., inc.; 15Mar51; KK61443.

RICHARDSON COMPANY.

Facts about plastics. 20 p. © The Richardson Co.; 6Apr51; KK61052.

Laminated Insurok. (Plastics) 17 p. © The Richardson Co.; 6Apr51; KK61053.

RICHKRAFT COMPANY ©.

Richflex reflective insulation. Folder. (RFF-1) © 15Feb51; KK59916.

RICHMOND MEAT AND PROVISION COMPANY, INC. ©.

Siegel's genuine Smithfield ham; pepper coated. Card. © 20Mar51; KK62390.

Seigel's genuine Virginia ham pepper coated. Card. © 20Mar51; KK62391.

RIDD LABORATORIES, INC. ©.

Professional Ridd car wash. A scientifically prepared detergent. Label. © 2Apr51; KK60499.

RIEMAN, DONALD G. ©.

Textbook protective registry. (Textbooks) Label. © 17Feb51; KK58675.

RILCO LAMINATED PRODUCTS, INC. ©.

Rilco type 50 utility rafters. Folder. © 30Apr51; KK61683.

RIPON KNITTING WORKS ©.

Genuine Ripons ... for loafing and lounging. (Footwear) Folder. © 1Mar51; KK59985.

Wool hosiery and mittens, leather gloves and mittens. Catalog 511. 27 p. © 6Apr51; KK61970.

RITTER (P. J.) COMPANY ©.

Another Ritter Rave-Dish. [From the Family circle magazine, Jan. 1, 1951, p. 73] (Beans) Sheet. © 28Dec50; KK57102.

RIVAL MANUFACTURING COMPANY ©.

Rival Steam-O-Matic steam and dry iron. 2 strokes do the work of 7. [From Retailing daily, Jan. 18, 1951, p. 44] Sheet. © 18Jan51; KK58483.

Rival Steam-o-matic with 10 brand new features. [From the New York times, May 6, 1951, p. 44, section 1] Sheet. © 6May51; KK61864.

2 strokes do the work of 7. Rival Steam-O-Matic steam and dry iron. Label. © 18Jan51; KK58488.

RIVERDALE MANUFACTURING COMPANY ©.

Fashion begins at Riverdale. (Fabrics) Sheet. © 7Jun51; KK62660.

ROBBIN PRODUCTS ©.

Amazing introductory offer on this U-No-Winde automatic watch. (Men's automatic wind watch) Sheet. © 6Jan51; KK57754.

Amazing introductory offer on this U-No-Winde automatic watch. (Men's watch with lighter) Sheet. © 6Jan51; KK57756.

Automatic electric pop-up toaster. Sheet. (226) © 27Apr51; KK62360.

Automatic iron for no pressure effortless ironing. Sheet. (218) © 27Mar51; KK60139.

Complete flash twin lens reflex camera. Sheet. (720) © 27Mar51; KK60131.

53 piece set ... 22 kt. gold decorated Fleurs et l'or dinnerware. Sheet. (406) © 19Mar51; KK60134.

4 in one all electric panther clock-lamp. Sheet. (225) © 17Apr51; KK62361.

Free, regular $3.00 carving set. (Stainlessware) Sheet. (408) © 1May51; KK62358.

Genuine alligator billfolds. Sheet. (716) © 27Mar51; KK60132.

Haircuts only 1 ¢ each; complete home barber set. Sheet. (217) © 2Feb51; KK60140.

Imported Sheffield steel 16 inch lawn mower. Sheet. (143) © 6Jan51; KK57761.

Importers introductory offer. Rhinestone ensemble no. 680. (Jewelry) Sheet. © 1May51; KK62357.

Infra-Red table chef. (Broiler) Sheet. (223) © 1May51; KK62362.

Ladies 14 kt. gold 17-jewel watches ... Free earrings. Sheet. (646) © 15Jun51; KK63146.

Lucky purchase sale while our quantity lasts. Famous Beacon quality blankets and sheet blankets. Sheet. © 18Jan51; KK57759.

Men's U-No-Winde automatic watch with initialed lighter, no. 625. (Men's watch with lighter) Sheet. © 6Jan51; KK57756.

1/2 off. 17 jewel nationally advertised watches. A.S.U. approved watch. Sheet. (683) © 2Apr51; KK60474.

1/2 price introductory sale, 55 piece set ... 22 kt. gold crested dinnerware. Sheet. (407) © 6Mar51; KK60133.

1/2 price while limited quantity lasts. Railroad dial watch. (628) Sheet. © 18Jan51; KK57755.

Panther planter lamp. Sheet. (114-A) © 15Jun51; KK63147.

Six way floor lamp. An original Watt-a-lite lamp. Sheet. (106) © 15Mar51; KK60141.

Special introductory offer. Whirl-a-Jet. (Electric fans) Sheet. (227) © 5May51; KK62359.

Steam Chief electric steam iron. Sheet. (219) © 19Mar51; KK60138.

10-in-1 lamp. Watt-a-lite. (Floor lamp) Sheet. (122) © 6Jan51; KK57762.

12 pc aluminum cookware. Sheet. (305-A) © 8Feb51; KK60136.

26-piece cannon towel and blanket sheets. Sheet. (507) © 6Jan51; KK57760.

22 kt. gold hand decorated Dresden-China type electric clock with 2 planter wells. Sheet. (222) © 15Mar51; KK60137.

2 for 1 sale. Flash camera and ukelele. Sheet. © 16Jan51; KK57753.

2 for 1 sale ... 85 pcs. 2 complete dinnerware sets. Sheet. (405) © 6Mar51; KK60135.

Use it, abuse it, this watch can take it. 17 jewel Ruff & Tuff watch. Sheet. (603) © 6Jan51; KK57758.

Use it, abuse it, this watch can take it. 17 jewel Ruff & Tuff watch. Sheet. (624) © 6Jan51; KK57757.

ROBERTSHAW-FULTON CONTROLS COMPANY. Robertshaw Thermostat Division.

The effect of correct and incorrect oven temperature on cake baking. Oven-Heat controls. Poster. © Robertshaw Thermostat Division, Robertshaw-Fulton Controls Co.; 19Jan51; KK58275.

The effect of correct and incorrect temperature on meat and poultry roasting. Oven-Heat controls. Poster. © Robertshaw Thermostat Division, Robertshaw-Fulton Controls Co.; 19Jan51; KK58278.

Oven cooking by Robertshaw. (Oven heat control) 34 p. (5170) © 19Jan51 (in notice: 1950); KK58366.

ROBINSON, ULYSSES GRANT ©.

I was wonderfully cured of arthritis by the drugless alfalfa health food diet process. (Alfalfa seed) 8 p. © 10Mar51; KK62520.

ROBINSON SYRUP AND CANNING COMPANY.

Northwoods pancake & waffle syrup. Label. © Robinson Syrup Co., inc., d.b.a. Robinson Syrup & Canning Co.; 17Mar51; KK59762.

ROBINSON Syrup Company, inc., d.b.a. Robinson Syrup and Canning Company. SEE Robinson Syrup and Canning Company.

ROBOTRON CORPORATION ©.

Robotron Corporation specifications for the finest in industrial electronics. (Electronic controls) Folder. © 14May51; KK62055.

ROCKWELL MANUFACTURING COMPANY ©.

Rockwell domestic gas meters. 29 p. (Bull. no. 1083) © 20Jun51; KK62888.

ROCON, INC. ©.

Explanation of the RoCon System for control of rats and mice. (Rodent poisons) 4 p. © 16Jan51; KK57997.

RoCon warfarin dry meal bait. (Poison rodent bait) Label. © 21Dec50; KK57878.

RODDENBERY (W. B.) COMPANY, INC., d.b.a. Roddenbery Bros. SEE Roddenbery Brothers.

RODDENBERY BROTHERS.

Georgia Maid. (Pickles) Label. © W. B. Roddenbery Co., inc., d.b.a. Roddenbery Bros.; 4May51; KK62152.

RODLESS DECORATIONS, INC. ©.

Elastic action Window Frills curtains, complete with custom designed hardware. Label. © 29May51; KK62793.

ROGER'S PRODUCTS.

Roger's Balm. An efficient surgical dressing ... Label. © Roger F. DeGroot, d.b.a. Roger's Products; 4Jan51; KK58893.

ROLE CORPORATION ©.

Role nothing to add pie crust dough. Label. © 1Feb51; KK60916.

ROLO-CURL COMPANY.

Rolo Curl cream oil cold wave for soft, natural curls and waves. Label. © Louis J. Quinio, jr., d.b.a. Rolo-Curl Co.; 15May51; KK63109.

RONRICO CORPORATION ©.

Feature 4 year old Ronrico. In Ronrico, the important difference is age. Distilled Puerto Rican rum. [From Beverage market guide, Apr. 1951, p. 54] Sheet. © 30Mar51; KK60494.

In Ronrico, the difference is age, the 4 year old rum. [From the Bangor daily news, Bangor, Me., May 18, 1951, p. 18] Sheet. © 18May51; KK62158.

Pride of the Caribbean area; straight from Puerto Rico, 4-year old Ronrico rum. [From United Nations world, Feb. 1951, p. 11] Sheet. © 1Feb51; KK58681.

Ronrico distilled Puerto Rican rum 4 years old. [From the Norfolk ledger-dispatch, Norfolk, Va., May 18, 1951, p. 24] Sheet. © 18May51; KK63138.

ROSE HAVEN BROILER AND EGG FARM.

Fresh yard eggs from Rose Haven Broiler and Egg Farm. Label. © Willie C. Price, d.b.a. Rose Haven Broiler & Egg Farm; 29Jan51; KK60608.

ROSEFIELD PACKING COMPANY ©.

New, churned for easier spreading. New Skippy. (Peanut butter) Label. © 8Jun51; KK63142.

ROSENFELD, SYLVIA ©.

From A to Z, from roof to cellar; everything in the sanitary supply line. Folder. © 6Dec50; KK57937.

ROSENLOF, Kenneth E., d.b.a. Ken-Seal. SEE Ken-Seal.

ROSHON, RUSSELL C. ©.

The new amusement road to riches. Kingpin. (Miniature bowling alleys) Folder. © 18Aug50; KK57848.

ROSS PRODUCTS, INC. ©.

Tom the Terror and Timid Tim. (Toys) Label. © 1Dec50 (in notice: 1951); KK57002.

ROSZELL (J. D.) COMPANY ©.

Sealtest ice cream, fresh dipped. One quart liquid. Label. © 18Dec50; KK57530.

ROTHE, William H., t.a. Bal-En Products. SEE Bal-En Products.

ROUX DISTRIBUTING COMPANY, INC. ©.

And you have lovelier haircolor in shampoo time. Roux. [From Vogue, Mar. 1, 1951, p. 71] Sheet. © 1Mar51; KK59686.

How to apply Roulac cream nail enamel. Folder. (OG-U-GR) © 26Mar51; KK60414.

How to apply Roux color shampoo. 13 p. (OXLL-O-GR) © 13Mar51; KK59685.

How to apply Roux dye solvent. (Cosmetics) Folder. © 18Dec50 (in notice: 1949); KK57580.

How to apply Roux dye solvent. (Cosmetics) Folder. (GL-O-GR) © 8Mar51; KK60413.

How to apply Roux hair crayon. (Cosmetics) Folder. (OLL-O-GR) © 1Mar51; KK59449.

How to apply Roux hair dye. 19 p. © 12Mar51; KK59764.

How to apply Roux lash & brow tint. (Cosmetics) Folder. © 3Jan51 (in notice: 1950); KK57593.

How to apply Roux oil shampoo tint. (Cosmetics) 19 p. © 30Jan51; KK58447.

How to apply Roux oil shampoo tint. 19 p. © 17Apr51; KK61092.

How to apply Roux Sil-ver-wyte. (Cosmetics) Folder. (KL-O-GR) © 5Mar51; KK60412.

Lovelier haircolor in shampoo time. Roux. [From Vogue, Jan. 1951, p. 80] (Cosmetics) © 29Dec50; KK57436.

ROX CEMENT PAINT COMPANY.

Rox cement paint. Sheet. © Henry W. Cairns, d.b.a. Rox Cement Paint Co.; 20Jan51; KK58004.

Rox cement paint. Sheet. © Rox Cement Paint Co., Henry W. Cairns, sole owner; 15Apr51; KK61934.

ROYAL TYPEWRITER COMPANY, INC. ©.
Here is your gray magic Royal, world's no. 1 typewriter; Canadian ed. 15 p. (A-617) © 10Jan51; KK57572.

O Sr. Possue a portátil no. 1 do mundo-Sua Nova Royal. (Typewriters) Folder. © 7Dec50; KK57088.

Voici votre nouvelle gray magic Royal; French-Canadian ed. (Typewriters) 15 p. (A-618) © 10Jan51; KK57573.

Votre nouvelle Royal. (Typewriters) Sheet. © 16Feb51; KK61337.

RUBINSTEIN, HELENA ©.
Announcing Silk Velvet, a silken hand lotion by Helena Rubinstein. [From the Boston Sunday globe, Nov. 5, 1950, p. A-29] Sheet. © 5Nov50; KK59081.

Helena Rubinstein, world's greatest color authority creates super-concentrated color tint rinses. [From American hairdresser, Dec. 1950, p. 8-9] Sheet. © 26Nov50; KK59376.

New, exciting, Helena Rubinstein's hair cosmetics. [From Post exchange, Dec. 1950, p. 39, overseas sect.] Sheet. © 8Dec50; KK59085.

RUBINSTEIN (HELENA) INC. ©.
Beauty shop opportunities for hair coloring tremendous, says Helena Rubinstein. [From Modern beauty shop, Nov. 1950, p. 81, sect. 2] (Hair color-tint rinses) Sheet. © 26Oct50; KK59089.

Blackheads? Mail this coupon to Helena Rubinstein. [From Woman's home companion, June 1951, p. 160] (Soap product) Sheet. © 18May51; KK62246.

Command Performance. Few fragrances have the kind of urbane informality ... [From the New Yorker, Dec. 16, 1950, p. 7] (Perfume and eau de parfum) Sheet. © 13Dec50; KK59087.

Command Performance ... one of the few perfumes you can wear with equal success ... [From the New Yorker, Nov. 18, 1950, p. 25] (Perfume and eau de parfum) Sheet. © 16Nov50; KK59092.

A continuous newspaper campaign on these products ... Now Helena Rubinstein offers a solution for 12 beauty problems. [From Beauty fashion, Feb. 1951, p. 7] (Cosmetics) Sheet. © 7Feb51; KK59908.

Helena Rubinstein creates Stay-Long, amazing new indelible lipstick. [From Sunday news, New York, Feb. 18, 1951, p. 83] Sheet. © 18Feb51; KK59903.

Helena Rubinstein offers solutions for all beauty problems. [From Charm, Jan. 1951, p. 19] (Cosmetics and toiletries) Sheet. © 22Dec50 (in notice: 1951); KK59084.

Helena Rubinstein solves your warm weather beauty problems. (Cosmetics) Pamphlet. © 16May51; KK62486.

Helena Rubinstein, the first and still the best in ... [From Stores, Nov. 1950, p. 84] (Perfumes, cosmetics and toiletries) Sheet. © 14Nov50; KK59091.

Helena Rubinstein's famous silken cosmetics; lipstick, foundation and face powder blended with pure silk. [From Post exchange, Jan. 1951, p. 49, overseas sect.] Sheet. © 8Jan51; KK59090.

Helena Rubinstein's new hair cosmetics are fabulous. [From Vogue, Mar. 1, 1951, p. 211] Sheet. © 2Mar51; KK61434.

Helena Rubinstein's new shampoos make your hair dance with color. [From the New York times, Jan. 10, 1951, p. 16] Sheet. © 10Jan51; KK59078.

Helena Rubinstein's new shampoos make your hair dance with color. [From the New York times, Jan. 10, 1951, p. 16] Sheet. © 10Jan51; KK59904.

How Helena Rubinstein's new hair cosmetics sparkle your hair with color. [From Glamour, Mar. 1951, p. 108] Sheet. © 20Feb51; KK59909.

How to wow the stag line. Helena Rubinstein's beauty advice to teens. (Cosmetics and toiletries) Pamphlet. © 19Mar51; KK59939.

How women over 35 can look younger. A frank statement about estrogenic hormones. [From Harper's bazaar, Jan. 1951, p. 67] (Hormone cream and oil) Sheet. © 29Dec50 (in notice: 1951); KK59083.

Only Helena Rubinstein's Color-Tint rinses can make all these five claims. [From Modern beauty shop, Feb. 1951, p. 6, sect. 1] Sheet. © 26Jan51; KK59086.

White Magnolia by Helena Rubinstein. A new sense-stirring cologne. [From Glamour, Dec. 1950, p. 114] (Cologne, body powder and perfume) Sheet. © 21Nov50; KK59088.

RUBINSTEIN (HELENA) SALON ©.
Bring your beauty problems to Helena Rubinstein. [From the Boston Sunday globe, Nov. 5, 1950, p. A-27] (Beauty culture course and preparations therefor) Sheet. © 5Nov50; KK59080.

Helena Rubinstein's perfumed gifts, from $1.00 to $5.75. [From New York herald tribune, Dec. 10, 1950, p. 8, sect. 1] (Cosmetics and toiletries) Sheet. © 10Dec50; KK59077.

How women over 35 can look younger. A frank statement about estrogenic hormones by Helena Rubinstein. [From New York herald tribune, Jan. 4, 1951, p. 11] Sheet. © 4Jan51; KK59907.

How women over 35 can look younger. A frank statement about estrogenic hormones by Helena Rubinstein. [From New York herald tribune, Jan. 4, 1951, p. 11] (Hormone cream and oil) Sheet. © 4Jan51; KK59082.

Meet Miss Mala Rubinstein, well-known beauty authority, and director of the Helena Rubinstein Salons. [From the New York times, Jan. 14, 1951, p. 82 section 1] (Beauty course and cosmetics) Sheet. © 14Jan51; KK59905.

Michel of Helena Rubinstein offers a January special on permanents. [From Chicago Sunday tribune, Jan. 7, 1951, p. 4, pt. 7] (Hair styling and preparations therefor) Sheet. © 7Jan51; KK59079.

Now Helena Rubinstein offers a solution for twelve beauty problems. [From the New York times, Jan. 21, 1951, p. 70 section 1] (Cosmetics) Sheet. © 21Jan51; KK59906.

A pretty fragrance for pretty girls. Heaven-sent. [From Charm, Nov. 1950, p. 17] (Eau de toilette, perfume and perfume compact) Sheet. © 20Oct50; KK57056.

RUDD-MELIKIAN, INC. ©.
I'm a Jack-of-all-trades. Kwik Kafé. [From Time, Jan. 15, 1951, p. 77] (Automatic coffee vending machine) Sheet. © 15Jan51; KK57652.

Rudd-Melikian, originators of the automatic hot coffee vending machine. Kwik-Kafé. Folder. © 5Jan51; KK57261.

RUPPERT, JACOB ©.
Ruppert Knickerbocker beer. Label. © 26Feb51; KK59609.

RUPPERT, JACOB. Ruppert Knickerbocker Beer and Ruppert Ale. SEE ALSO Ruppert Knickerbocker Beer and Ruppert Ale.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE.
All Vermont is saying: There's nothing like that Ruppert smile of pleasure. [From the Herald, Rutland, Vt., July 5, 1950, p. 6] (Beer) Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Jul50; KK57494.

All Vermont prefers Ruppert for that smile of pleasure. [From the Herald, Rutland, Vt., June 29, 1950, p. 19] (Beer) Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 29Jun50; KK57495.

Beer lovers, this is it, a new high in beer enjoyment; more refreshing, because less filling. Ruppert Knickerbocker beer. [From Times union, Albany, May 14, 1951, p. 11] Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 14May51; KK62414.

Beer lovers, this is it. Ruppert Knickerbocker beer. [From the Morning telegraph, New York, Apr. 7, 1951, p. 5] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 7Apr51; KK61900.

Can you look at these Vermont Ruppert smiles of pleasure and not make this your switch-to-Ruppert day? [From the Herald, Rutland, Vt., July 25, 1950, p. 6] (Beer) Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 25Jul50; KK57493.

Discover the pleasure Vermont's largest selling beer gives. Ruppert. [From the Herald, Rutland, Vt., Sept. 26, 1950, p. 12] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 26Sep50: KK57492.

Do yourself a favor! Enjoy this great beer today; much more delicious, much less filling. [From the Times union, Albany, June 6, 1951, p. 9] Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 6Jun51; KK62947.

Every one a Vermont Ruppert smile of pleasure. [From Herald, Rutland, Vt., June 20, 1950, p. 4] (Beer) Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 20Jun50; KK57009.

Everywhere you go, more and more Washingtonians are enjoying Ruppert beer. [From Times herald, Washington, D. C., Oct. 10, 1950, p. 31] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 10Oct50; KK57395.

Extra light, frosty-dry. A great new treat for you. Ruppert Knickerbocker beer. [From the Morning telegraph, New York, Apr. 9, 1951, p. 5] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 9Apr51; KK61750.

A great, true new brew, extra light, frosty-dry Ruppert Knickerbocker beer. [From New York journal-American, Mar. 28, 1951, p. 19] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 28Mar51; KK61749.

Greatest news ever brewed. Ruppert Knickerbocker beer. [From Journal American, New York, Apr. 5, 1951, p. 20] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Apr51; KK61751.

Greatest news ever brewed! Ruppert Knickerbocker beer is here. [From Beverage retailer weekly, Apr. 9, 1951, p. 2] (Beer) Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 9Apr51; KK61741.

Greatest news ever brewed. Ruppert Knickerbocker beer is here. [From the Independent grocer, Apr. 6, 1951, p. 5] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 6Apr51; KK61899.

No wonder Ruppert is Vermont's largest selling beer. [From the Herald, Rutland, Vt., Oct. 3, 1950, p. 11] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 30Oct50; KK57491.

Not just better flavor, it's less filling, too. Ruppert Knickerbocker beer. [From Times-union, Albany, May 23, 1951, p. 30] Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 23May51; KK62971.

Only Ruppert, Vermont's largest selling beer, gives these real-life Ruppert smiles of pleasure. [From the Herald, Rutland, Vt., Oct. 10, 1950, p. 11] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 10Oct50; KK57490.

There's never been a beer like New York's great Ruppert. [From Times herald, Washington, D. C., Dec. 5, 1950, p. 36] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Dec50; KK57396.

These winning Vermont Ruppert smiles of pleasure tell you why it's Vermont's largest-selling beer. [From the Free press, Burlington, Vt., May 4, 1950, p. 19] Sheet. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 4May50; KK57496.

What a hit! Ruppert Knickerbocker beer, already a favorite everywhere. [From Beverage media, June 1951, p. 61] Sheet. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 1Jun51; KK62948.

RUSSO (A.) AND SONS ©.
Russo brand grade "A" pasteurized mozzarella. Label. © 5Feb51; KK58962.

RUST, HOYT ©.
Hoyt Rust scale buildings planning boards. Folder. © 19Feb51; KK59646.

RUTHERFORD, ROBERT F. ©.
Owens Valley Chilean peppers. (Chileno) Lone Pine brand. Label. © 22Jul50; KK59360.

RYAN, Thomas W., d.b.a. Information Service. SEE Information Service.

RYERSON (JOSEPH T.) AND SON, INC. ©.
Ryertex suction box covers forming boards and doctor blades. (Cotton fabric impregnated with synthetic resin and molded together under heat and pressure) Folder. © 27Apr51; KK62175.

RYOLIN FUR DIVISION, INC.
Ryolin-ize process. Naturalizer, softens the hide, conditions the fur. (Chemical compound) Label. © Ryolin Fur Division, inc. (P. Costa & S. P. Trippy); 8Mar51; KK59630.

RYON, DAN, Jr. ©.
Ryon saddle and ranch supply. (Clothing) Pamphlet. © 31May50; KK62210.

S

S. & C. PRODUCTS COMPANY.
Rivierre big 12 oz. elixir and iron tonic. Label. © S. & C. Products Co., a firm composed of H. B. Bickers and A. K. Kollhoff; 8Sep50; KK61762.

S. O. S. COMPANY.
Meet the most useful cleanser there is. S. O. S. magic scouring pads. [From Ladies' home journal, Dec. 1950, p. 72] (Steel wool cleanser) Sheet. © The S. O. S. Co.; 28Nov50; KK61717.

SAALFIELD PUBLISHING COMPANY.
Everyday picture puzzles. Label. (7371) © The Saalfield Publishing Co.; 2Jan51; KK57555.

Happy Play picture puzzles. Label. (7374) © The Saalfield Publishing Co.; 2Jan51; KK57551.

Hey, diddle diddle picture puzzles. Label. (7373) © The Saalfield Publishing Co.; 2Jan51; KK57556.

Just Right picture puzzles. Label. (7376) © The Saalfield Publishing Co.; 2Jan51; KK57553.

Picture puzzles for boys and girls. Label. (7375) © The Saalfield Publishing Co.; 2Jan51; KK57552.

Topper picture puzzles. Label. (7372) © The Saalfield Publishing Co.; 2Jan51; KK57554.

SACRAMENTO ASSOCIATION OF INSURANCE AGENTS ©.
The brakes failed, but not my insurance. [From Sacramento union, Nov. 26, 1950, p. 2] Sheet. © 26Nov50; KK47772.

Burglars burn safe, but we are covered. [From Sacramento bee, Sacramento, Calif., May 7, 1951, p. 15] (Insurance service) Sheet. © 7May51; KK62123.

Car 'drives in' -- insurance pays off! [From Sacramento bee, Jan. 15, 1951, p. 6] Sheet. © 15Jan51; KK57775.

Fire destroys warehouse; insurance pays in 6 days. [From Sacramento Bee, Feb. 26, 1951, p. 11] (Insurance) Sheet. © 26Feb51; KK59573.

Fixed in 2 1/2 hours, that's fast insurance service! [From Sacramento union, Dec. 10, 1950, p. 8] Sheet. © 10Dec50; KK57776.

I came home to find my precious jewelry gone. [From Sacramento bee, Sacramento, Calif., Apr. 9, 1951, p. 29] (Insurance service) Sheet. © 9Apr51; KK60927.

I never realized it could happen to us. [From Sacramento union, Nov. 12, 1950, p. 8] Sheet. © 12Nov50; KK57773.

Laundry burglarized, but my customers are happy. [From Sacramento bee, Mar. 12, 1951, p. 21] (Insurance service) Sheet. © 12Mar51; KK60236.

Money bag disappears; insurance pays the loss. [From Sacramento bee, Sacramento, Calif., Feb. 12, 1951, p. 6] (Insurance) Sheet. © 12Feb51; KK59806.

My heart stopped when truck turned somersault. [From Sacramento bee, Sacramento, Calif., Mar. 26, 1951, p. 2] (Insurance service) Sheet. © 26Mar51; KK60926.

Now I know what personal insurance service means! [From Sacramento union, Oct. 29, 1950, p. 15] Sheet. © 29Oct50; K57774.

Our insurance agent was right on the job. [From Sacramento bee, Apr. 23, 1951, p. 14] (Insurance service) Sheet. © 23Apr51; KK61411.

We owe a lot to luck; and our insurance agent. [From Sacramento bee, May 21, 1951, p. 17] Sheet. © 21May51; KK62243.

Windstorm hits hard but insurance pays the bill. [From Sacramento bee, Jan. 29, 1951, p. 14] Sheet. © 29Jan51; KK58204.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC.
List of parts, safety type S-10-Ea relays, automatic switches. Folder. (2904D) © The Safety Car Heating & Lighting Co., inc.; 21Feb51; KK58771.

List of parts; safety Underframe generator, type GH10750, 10K. W., 40 volt, no. 313407. Folder. (4489-1-51) © The Safety Car Heating & Lighting Co., inc.; 5Jan51; KK57257.

SAFTEE CURTAIN THREADER COMPANY ©.
Saftee curtain rod threaders; saves curtains, saves time, saves money. (Curtain rod threaders) Label. © 14Apr51; KK60960.

ST. MARYS WOOLEN MANUFACTURING COMPANY ©.
Now, look at yourself, Ophelia. [From House beautiful, May 1951, p. 177] (All-wool blankets) Sheet. © 20Apr51; KK61265.

SAKS AND COMPANY ©.
Sophie's exclusive southern star silk pesante. [From the New York times, Dec. 31, 1950, p. 22] (Women's apparel) Sheet. © 31Dec50; KK57683.

SALADA TEA COMPANY, INC. ©.
Salada tea, orange pekoe and pekoe black. Special money-saving package. Label. © 7May51; KK62203.

SALERNO-MEGOWEN BISCUIT COMPANY ©.
Salerno Bonnie shortbread. (Cookies) Label. © 2Apr51; KK61761.

Salerno delicious devil's food cake sprinkles. (Cookies) Label. © 20Feb51 (in notice: 1950); KK59293.

Salerno lemon cookies. Label. © 18Dec50; KK57826.

Salerno oatmeal cookies. Label. © 17Dec50; KK57828.

Salerno raisin cookies. Label. © 15Dec50; KK57827.

Salerno vanilla cream sandwich. (Cookies) Label. © 18May51; KK62515.

SALES AFFILIATES, INC. ©.
Anti-relax a new scientific discovery for neutralizing all cold waves. Label. © 27Mar51; KK61259.

Peer Pro-Wave, type A, bottle. (Cosmetics) Label. © 27Dec50; KK57991.

Peer Pro-Wave, type A, carton. (Cosmetics) Label. © 27Dec50; KK57989.

Peer Pro-Wave, type B, bottle. (Cosmetics) Label. © 27Dec50; KK57990.

Peer Pro-Wave, type B, carton. (Cosmetics) Label. © 27Dec50; KK57992.

Zotos anti-relax cold wave neutralizer. Label. © 27Mar51; KK61257.

Zotos anti-relax cold-wave neutralizer. Label. © 27Mar51; KK61258.

SALTERINI (JOHN B.) COMPANY, INC. ©.
Salterini Neva-Rust wrought iron furniture. 48 p. (Catalog no. 33) © 6Apr51; KK61453.

SAN ANTONIO Brewing Association, t.a. Pearl. SEE Pearl Brewery.

SAN FRANCISCO DRUG COMPANY, INC. ©.
For better sleepability take Tu-doz sleepers. (Sedative tablet) Label. © 15Nov50; KK57876.

SANDPIPER PRESS.
Come to the barn dance, and Ickabacka-soda-cracker. Golden Record. (Phonograph record) Label. (R66B) © The Sandpiper Press; 1Feb51; KK58498.

Poor Mr. Flibberty-Jib, and the Noise song. Golden Record. (Phonograph record) Label. (R53A) © The Sandpiper Press; 1Feb51; KK58497.

SANDVIK Saw and Tool, division of Sandvik Steel, inc. SEE Sandvik Steel, inc. Sandvik Saw and Tool Division.

SANDVIK STEEL, INC. Sandvik Saw and Tool Division ©.
Sandvik Swedish bow saws. Folder. © 30Mar51; KK61465.

SAN-EQUIP, INC. ©.
Clean cesspools this easy way. San Solvent. (A super-strength chemical) Folder. © 11Apr51; KK61497.

San Solvent; cleans clogged cesspools and dry wells. (A super-strength chemical) Sheet. © 11Apr51; KK61498.

SANITARY SOAP COMPANY ©.
Wise ole owl powdered hand soap. Label. © 7May51; KK63051.

SANSAVON COMPANY ©.
Sansavon facial bath oil. Label. © 26Mar51; KK60270.

Skin & Tissue night cream. Sansavon. Label. © 26Mar51; KK60271.

Zamora perfume. Label. © 26Mar51; KK60269.

SANSON HOSIERY MILLS, INC. ©.
Sansonette stockings. Label. © 20Jun51; KK63115.

SAPOLIN PAINTS, INC. ©.
Sapolin fashion colors. [Color card] Folder. © 20Mar51; KK62982.

SAUL'S AUTO SALES, INC. ©.
Saul's 5-year plan of car care. Studebaker. [From Buffalo evening news, June 4, 1951, p. 31] Sheet. © 4Jun51; KK62410.

SAVANT, Warren E., and Gerald J. Desmond, d.b.a. Fresh Orange Juice Company. SEE Fresh Orange Juice Company.

SAVITZKY SUPPLY COMPANY, INC. ©.
Suggested resale prices. January 1951. (Plumbing supplies) Sheet. © 31Jan51; KK59631.

SCHAFER, MARTIN F.
Ol South'rn corn bread. Label. © Martin F. Schafer, assignee of Schafer Baking Co.; 10Apr39; KK57454.

SCHAUB (FRED H.) ENGINEERING COMPANY ©.
Schaub rust proof Chromasoid lined hot water storage heaters. Quik-Temp accumulator. Folder. (Bull. 910) © 26Dec50; KK57177.

SCHENLEY DISTILLERS, INC. ©.
Claude Rains drinks the best. Schenley, a mark of merit whiskey. [From Argosy, Apr. 1951, p. 4 of cover] Sheet. © 1Apr51; KK61438.

Here's real luck to you. Schenley. [From Stamford advocate, Conn., Feb. 9, 1951, p. 16] (Whiskey) Sheet. © 9Feb51; KK59629.

SCHENLEY Distillers, inc., subsidiary of Schenley Industries, inc. SEE ALSO Schenley Industries, inc.

SCHENLEY DISTRIBUTORS, INC. ©.
Claude Rains says: Good luck, you're in luck, drinking Schenley ... [From Queens ledger, May 24, 1951, p. 8] (Whiskey) Sheet. © 24May51; KK62399.

Ezio Pinza says: I drink finer-tasting Schenley. [From Collier's magazine, May 26, 1951, p. 3 of cover] (Whiskey) Sheet. © 26May51; KK62941.

Here's real luck to you. Schenley. [From Herald statesman, Yonkers, N. Y., Feb. 8, 1951] (Whiskey) Sheet. © 8Feb51; KK59402.

I'm in clover, says Cornel Wilde. [From Jersey journal, Jersey City, N. J., Feb. 9, 1951] (Whiskey) Sheet. © 9Feb51; KK59401.

I'm in clover, says Cornel Wilde. Schenley. [From Daily argus, Mount Vernon, N. Y., Feb. 9, 1951] (Whiskey) Sheet. © 9Feb51; KK59399.

The international whisky, Sir John Schenley. [From Collier's, Mar. 31, 1951, p. 79] Sheet. © 31Mar51; KK60335.

It was the best party. Schenley whiskey. [From Herald and news, Klamath Falls, Oregon, Feb. 6, 1950, p. 5] Sheet. © 6Feb50; KK59623.

Join me in a drink of smooth, satisfying Schenley, says Robert Preston. [From Herald tribune, Feb. 12, 1951] (Whiskey) Sheet. © 12Feb51; KK59400.

Of course I drink Schenley, says Cornel Wilde. [From New York times, Mar. 2, 1951, p. 30] (Whiskey) Sheet. © 2Mar51; KK59588.

Of course we drink finer-tasting Schenley, say these famous stars. Cesar Romero, Herbert Marshall, Louis Hayward, Cornel Wilde [and] Claude Rains. [From Texarkana gazette, Apr. 25, 1951, p. 3] (Whiskey) Sheet. © 25Apr51; KK62401.

Screen star Cesar Romero says, my drink is smooth, sociable Schenley. [From Daily glove, Boston, Apr. 13, 1951, p. 37] (Blended whiskey) Sheet. © 13Apr51; KK62000.

Smooth and satisfying, it's Schenley for me. Claude Rains. [From Herald tribune, New York, Feb. 23, 1951, p. 27] (Whiskey) Sheet. © 23Feb51; KK59729.

So rare, so precious, naturally the supply is limited. [From Fortnight, Mar. 19, 1951, p. 4 of cover] (Whiskey) Sheet. © 19Mar51; KK61341.

You're in luck, when Schenley is in your glass ... [From Locust Valley leader, May 24, 1951, p. 7] (Whiskey) Sheet. © 24May51; KK62400.

SCHENLEY IMPORT CORPORATION ©.
Dewar's White Label and Victoria Vat. Clan Gordon. (Scotch whiskey) Sheet. © 14Jan50; KK62178.

SCHENLEY INDUSTRIES, INC.
Fortunate is the man who discovers this 1 great whiskey ... Schenley. [From the Jersey City journal, Jan. 11, 1951, p. 3] Sheet. © Schenley Industries, inc. & its subsidiary, Schenley Distillers, inc.; 11Jan51; KK60068.

You're in clover when you discover ... Schenley. [From the Daily argus, Mount Vernon, N. Y., Jan. 11, 1951, p. 5] (Whiskey) Sheet. © Schenley Industries, inc. & its subsidiary, Schenley Distillers, inc.; 11Jan51; KK60066.

You're in luck when you find 4 great qualities in 1 great whiskey. Schenley. [From Stamford advocate, Stamford, Conn., Jan. 11, 1951, p. 7] Sheet. © Schenley Industries, inc., & its subsidiary, Schenley Distillers, inc.; 11Jan51; KK60067.

SCHENLEY LABORATORIES, INC. ©.
Aquacillin-A.S. [From A.S.T.A. journal, Feb. 1951, p. 24] (Pharmaceutical) Sheet. © 15Feb51; KK61018.

Four Schenley products to meet specific requirements. Titralac, Rutaminal, Sedamyl, Vascutum. (Pharmaceuticals) Card. © 18Jan51 (in notice: 1950); KK61935.

Join me in a drink of smooth, satisfying Schenley, says Robert Preston. [From Herald tribune, New York, Feb. 12, 1951, p. 30] (Blended whiskey) Sheet. © 12Feb51; KK61999.

My drink is smooth, sociable Schenley, says Cesar Romero. [From Herald tribune, New York, Apr. 24, 1951, p. 24] (Blended whiskey) Sheet. © 24Apr51; KK61998.

Potent protection against the combined threat of arteriosclerosis ... Vascutum. (Pharmaceuticals) Card. (622B) © 24Jan51 (in notice: 1950); KK58781.

Potent protection for the life that begins at forty. Vascutum. (Pharmaceutical) Folder. © 1Mar51 (in notice: 1950); KK61015.

Rutaminal. (Pharmaceuticals) Card.

Extra protection for hypertensive diabetic patients. (626B) © 24Jan51 (in notice: 1950); KK58778.

Whenever aminophylline and phenobarbital are indicated. (626A) © 24Jan51 (in notice: 1950); KK58779.

Whenever aminophylline and phenobarbital are indicated. (626C) © 24Jan51 (in notice: 1950); KK58784.

Schenley's unique powder insufflator. [From Medical economics, Dec. 1950, p. 151] Sheet. (819A50) © 1Dec50; KK57944.

Sedamyl. (Pharmaceuticals) Card.

Escape from the psychosomatic maze. (621B) © 24Jan51 (in notice: 1950); KK58776.

In anxiety states. (621C) © 24Jan51 (in notice: 1950); KK58777.

Management of anxiety states. (621A) © 24Jan51 (in notice: 1950); KK58780.

Sedamyl. (Pharmaceutical) Folder. © 1Mar51 (in notice: 1950) KK61017.

Titralac antacid tablets. (Pharmaceutical) Folder. © 1Mar51 (in notice: 1950); KK61016.

Vascutum for the life that begins at forty. (Pharmaceuticals) Card.

(622A) © 24Jan51 (in notice: 1950); KK58782.

(622C) © 24Jan51 (in notice: 1950); KK58783.

SCHERING CORPORATION ©.
Acute pyelitis; symptoms, signs, treatment. Sulamyd. Folder. © 7May51; KK62464.

Greater security to the patient with Tricombisul. (Pharmaceutical) Folder. (SC-47) © 5Jan51; KK58857.

In the common cold, Coricidin. Folder. © 19Feb51; KK62465.

Medicine in practice. Solganal. (Pharmaceutical) Folder. (SO-47) © 26Jan51; KK58858.

Medicine in practice ... Diagnosis: Menopausal syndrome. Treatment: Estinyl. Folder. © 27Feb51; KK62467.

Medicine in progress. Methostan. Folder. © 26Mar51; KK62463.

Pneumonias; symptoms, signs, treatment, Penicombisul tablets. Folder. © 5Feb51; KK62466.

SCHLAGE LOCK COMPANY ©.

Schlage, new ideas in lock design. Folder. (603) © 15Dec50; KK58027.

SCHLEICHER, FREDERICK LOUIS ©.

Cal-Agri composted humus. (Plant food) Label. © 16Mar51; KK60757.

SCHLING (MAX) INC. ©.

Bon voyage orally is better said florally; Max Schling flowers. [From the New Yorker, May 5, 1951, p. 82] Sheet. © 5May51; KK62521.

Flower gifts for Easter. (Flowers) Folder. © 15Feb51; KK58636.

We're not opposed to kisses, but flowers last longer! [From the New Yorker, Feb. 3, 1951, p. 62] (Flowers) Sheet. © 3Feb51; KK58410.

Why struggle orally? Express yourself florally. [From New Yorker, Mar. 3, 1951, p. 84] (Flowers) Sheet. © 3Mar51; KK60300.

SCHLING (MAX) SEEDSMEN, INC. ©.

Max Schling Seedsmen, inc., good home and garden catalogue. 11 p. © 12Mar51; KK59933.

SCHLITZ (JOSEPH) BREWING COMPANY ©.

Fine for ship models, bad for beer. Schlitz. [From Columbus dispatch, Columbus, Ohio, Nov. 24, 1950, p. A-23] Sheet. © 24Nov50; KK59026.

5,000,000 barrels of Schlitz. [From Beer distributor, Jan. 1951, p. 21] (Beer) Sheet. (207) © 15Jan51; KK60621.

Here it is, without the trimmings. Schlitz. [From Beer distributor, Dec. 1950, p. 15] (Beer) Sheet. (141) © 15Dec50; KK59853.

How to pamper a husband. Schlitz, the beer that made Milwaukee famous. [From Ebony, May 1951] Sheet. (202) © 2Apr51; KK63010.

I think you'll like it best, too. Schlitz. (Beer) Poster. (5083) © 19Jan51; KK61049.

I think you'll like it best, too. Schlitz. [Engineer] (Beer) Poster. (5081) © 20Dec50; KK59895.

I think you'll like it best, too. Schlitz, the beer that made Milwaukee famous. [Man in hat] Poster. (5085) © 20Feb51; KK63099.

I was curious, I tasted it ... Schlitz. (Beer) Sheet.

[Scarecrow. From Look, Oct. 10, 1950] (79) © 29Sep50; KK59852.

It has to be fine to be first. Schlitz. (Beer) Sheet.

[From Peoria star, Peoria, Ill., Jan. 31, 1951, p. 10] © 31Jan51; KK60620.

[From Portland press herald, Portland, Or., Feb. 7, 1951] © 7Feb51; KK62585.

[From Portland press herald, Portland, Or., Feb. 14, 1951] © 14Feb51; KK62584.

May the blessings of this holiday season be with you and yours. Schlitz. [From Milwaukee badger Lutheran, Dec. 21, 1950, p. 9] (Beer) Sheet. (203) © 21Dec50; KK59851.

No wonder it's the beer that made Milwaukee famous; Schlitz. Poster.

[Can of beer by shoulder of young man drinking glass of beer] (5060) © 20Dec49; KK57318.

Christmas girl. [Wrapping gift packages; holding glass] (5071) © 20Nov50; KK59896.

Referee. [Bottle of beer by right shoulder] (5070B) © 20Oct50; KK59236.

Referee. [Can of beer by right shoulder] (5070C) © 20Oct50; KK59235.

Referee. [Holding bottle in left hand] (5070A) © 20Oct50; KK59234.

[Scarecrow winking as he holds up glass of beer] (5069) © 20Sep50; KK57316.

[Square dance fiddler holding bottle of beer] (5068A) © 21Aug50; KK57320.

[Square dance fiddler holding glass of beer; bottle at shoulder] (5068B) © 21Aug50; KK57319.

[Square dance fiddler holding glass of beer; can at shoulder] (5068C) © 21Aug50; KK57317.

Once again it's time for real Schlitz Bock beer ... The beer that made Milwaukee famous. [From the Sentinel, Milwaukee, Feb. 15, 1951, p. 2] Sheet. (240) © 15Feb51; KK63090.

Remind you of anyone in the beer business? Schlitz. [From Beer distributor, Nov. 1950, p. 19] (Beer) Sheet. (193A) © 1Nov50; KK59025.

Schlitz. The Pulitzer prize playhouse. (Beer) Folder. © 27Sep50; KK59027.

Schlitz beer comes in brown bottles, for the same reason people sit under beach umbrellas. [From Columbus dispatch, Columbus, Ohio, Feb. 15, 1951] Sheet. (235) © 15Feb51; KK62580.

Schlitz made these promises a year ago, kept them, and repeats them today. [From Beer distributor, Feb. 5, 1951, p. 27] (Beer) Sheet. (208) © 5Feb51; KK62577.

Schlitz presents. (Beer) Sheet.

Helen Hayes. [From Milwaukee sentinel, Oct. 27, 1950, p. 12] (147) © 27Oct50; KK59020.

Knickerbocker holiday. [From Baltimore sun, Nov. 17, 1950, p. 14] (148) © 17Nov50; KK59019.

Just couldn't wait. [From Life, Dec. 25, 1950] (166) © 22Dec50; KK59018.

Man's best friend. [From Ebony, Apr. 1951, p. 23] © 5Mar51; KK62573.

Situation well in hand. [From Ebony, Mar. 1951, p. 14] © 5Feb51; KK62576.

Wait, let's shop in here. [From Ebony, Dec. 1950, p. 33] (165) © 6Nov50; KK59017.

Watch out, you'll drop the Schlitz. [From Collier's, Mar. 17, 1951, p. 62] Sheet. © 9Mar51; KK62575.

Speaking of miracles. Schlitz. [From Life, Feb. 19, 1951] (Beer) Sheet. (191) © 16Feb51; KK60623.

Taste is first. Schlitz. [From Milwaukee sentinel, Dec. 31, 1950, p. 16] (Beer) Sheet. (198A) © 31Dec50; KK59854.

Tastes so good it's America's largest seller. Schlitz. (Beer) Poster. (5082) © 19Jan51; KK61047.

Tastes so good it's America's largest seller. Schlitz. [Waiter] (Beer) Poster. (5080) © 20Dec50; KK59894.

Tastes so good it's America's largest seller. Schlitz, the beer that made Milwaukee famous. Poster. (5087) © 20Mar51; KK63100.

Tastes so good it's America's largest seller. Schlitz, the beer that made Milwaukee famous. [Fisherman] Poster. (5088B) © 20Apr51; KK60397.

Tastes so good it's America's largest seller. Schlitz, the beer that made Milwaukee famous. [Fisherman] Poster. (5088C) © 20Apr51; KK63096.

Tastes so good it's America's largest seller. Schlitz, the beer that made Milwaukee famous. [Man in green sweater] Poster. (5084) © 20Feb51; KK63098.

That man, he's done it again. Schlitz. [From Collier's, Nov. 11, 1950, p. 55] (Beer) Sheet. (164) © 3Nov50; KK58442.

This baseball cap tells you why Schlitz beer comes in brown bottles. [From Columbus dispatch, Columbus, Ohio, Feb. 8, 1951] Sheet. (234) © 8Feb51; KK62581.

This is why Schlitz beer comes in brown bottles. [From Columbus dispatch, Columbus, Ohio, Feb. 22, 1951] Sheet. (239) © 22Feb51; KK62578.

This will soften the blow. Schlitz. [From Ebony, Jan. 1951, p. 31] (Beer) Sheet. (175E) © 4Dec50; KK59855.

Tonight on TV. Schlitz. [From Columbus citizen, Columbus, Ohio, Nov. 1, 1950, p. 12] (Beer) Sheet. © 1Nov50; KK62370.

Tonight on TV. Schlitz presents Pulitzer prize playhouse. [From Charlotte news, Charlotte, N. C., Jan. 12, 1951] (Beer) Sheet. (225) © 12Jan51 (in notice: 1950); KK63015.

Treat yourself to the most beautiful bottle of beer in America. Schlitz. [From Detroit news, Feb. 14, 1951] Sheet. (231) © 14Feb51; KK62582.

Welcome home, Hildegarde. Schlitz. [From Milwaukee sentinel, Jan. 25, 1951] (Beer) Sheet. (237) © 25Jan51; KK62579.

What a 10-gallon hat does for a cowboy, the brown bottle does for Schlitz beer. [From Columbus dispatch, Columbus, Ohio, Feb. 1, 1951] Sheet. (229) © 1Feb51; KK62583.

Why it's best to hide a sparkling beer in a dark brown bottle. Schlitz. [From Columbus dispatch, Columbus, Ohio, Nov. 30, 1950, p. B-15] Sheet. (197) © 30Nov50; KK62572.

Why Schlitz put sun glasses on beer. [From Tampa tribune, Tampa, Fla., Nov. 16, 1950, p. 6-A] Sheet. (181) © 16Nov50; KK62574.

Yarn with a happy ending. Schlitz. [From Ebony, Feb. 1951, p. 14] (Beer) Sheet. (185E) © 2Jan51; KK60622.

SCHLUMBOHM, PETER ©.

Chemobile; the chemist's way of designing an automobile. 4 p. © 29Jul50; KK57301.

SCHMIDT (C.) AND SONS, INC. ©
No exaggeration. It's the very best. Schmidt's light beer. [Fisherman] Poster. (B12-2) © 16Apr51; KK60835.

One always leads to another. [From Independent-reporter, Mar. 23, 1950, p. 5] (Ale) Sheet. © 23Mar50; KK60571.

Our customers get the very best, Schmidt's of Philadelphia light beer. Poster. © 5Mar51; KK60857.

Shoot, for the very best. Schmidt's Tiger Head brand ale. [Cowboy] Poster. (A12-2) © 11Apr51; KK60834.

Take me home. (Beer and ale) Poster. © 5Apr51; KK61471.

SCHMIDT (JACOB) BREWING COMPANY ©
Tops at any game. City Club beer. Poster. © 1Mar50; KK58575.

Tops, in any field [by Stan] Fenelle. City Club beer. Poster. © 1Mar50; KK59149.

Tops with any sport. City Club beer. Poster. © 1Mar50; KK58576.

SCHOENEMAN (J.), INC. ©
Coronado newspaper mats for summer 1951. (Men's clothing) Pamphlet. © 12Mar51; KK59440.

Kingsridge newspaper mats. (Men's clothing) Pamphlet. © 5Jan51; KK57267.

Very cooly yours; king of summer suits, air cooled Coronado. [From Life, May 28, 1951, p. 49] (Men's clothing) Sheet. © 28May51; KK62233.

SCHOLL, Charles E. and William Maier, d.b.a. The Fast Lok Manufacturing Company. SEE Fast Lok Manufacturing Company.

SCHOLL MANUFACTURING COMPANY, INC.
Dr. Scholl's Foam-Ease arch met cushion no. 92, arch met insole no. 93. Folder. © The Scholl Manufacturing Co., inc.; 1Mar51; KK60285.

Tubegauz, the seamless tubular gauze fabric. Sheet. © The Scholl Manufacturing Co., inc.; 2Jan51 (in notice: 1950); KK57728.

SCHOOL PRODUCTS COMPANY ©
Complete textile teaching program. Label. (1301) © 15May51; KK62135.

SCHRAFFT (W. F.) AND SONS CORPORATION ©
Give her your heart. Schrafft's chocolates, the perfect gift. [From the Saturday evening post, Feb. 10, 1951, p. 118] Sheet. © 7Feb51; KK59098.

It's Schrafft's, mommy. Schrafft's chocolates. [From the Saturday evening post, May 5, 1951, p. 145] Sheet. © 5May51; KK61972.

That happy day is here again. Schrafft's chocolates. [From the Saturday evening post, Mar. 17, 1951, p. 120] Sheet. © 17Mar51; KK59782.

SCHROEDER PRODUCTS COMPANY, INC. ©
Both for less than a pound of coffee alone. A.M. coffee. [From the Springfield union, Springfield, Mass., May 4, 1951, p. 12] Sheet. © 4May51; KK61535.

SCHUMAKER, HERMAN H. ©
Airjax exhausts, filters, blows, scrubs. (Rectifier) Sheet. (F 165) © 6Apr51; KK60436.

SCHUTTE AND KOERTING COMPANY ©
Automatic free exhaust, back pressure and air valves. 7 p. (Bull. no. 8E) © 15Feb51; KK62302.

SCHUTZ-O'NEILL COMPANY ©
The Schutz-O'Neill roller mill. Folder. © 26Apr51; KK61245.

SCHWARTZ, Michael and Louis Flaxman, d.b.a. Certified Home Appliance, ltd. SEE Certified Home Appliance, ltd.

SCIENTIFIC APPARATUS MAKERS' ASSOCIATION ©
Can you guess what this is? [From the Catholic school journal, Sept. 1950, p. 43a] (Laboratory equipment) Sheet. © 20Aug50; KK60033.

SCIENTIFIC GLASS APPARATUS COMPANY, INC. ©
What's new for the laboratory. (Laboratory equipment) 27 p. (Catalog 12) © 9Apr51; KK62504.

SCOTT, SALLY JANE ©
Patio French dressing. Label. © 8May51; KK62524.

SCOTT-CHOATE PUBLISHING COMPANY, INC. ©
Practical baseboard heating. 50 p. © 19Jan51; KK60069.

SCOTT PAPER COMPANY ©
Scotkins. (Paper napkins) Label. © 18May51; KK62339.

SCOTT-PATTERSON.
Sevenpace; recommended for the relief of neuritis. (Pharmaceutical) Label. © W. Scott Patterson & Wilma Patterson d.b.a. Scott-Patterson; 8Mar51; KK59424.

SCOTT PUBLISHING COMPANY ©
Personal patterns, by La Verne; home dressmaking with professional results. Sheet. © 20Jan51; KK57657.

SCOVILL MANUFACTURING COMPANY ©
Gripper fasteners. Pearl (synthetic) Size 17. Label. © 27Dec50; KK57174.

SEALED POWER CORPORATION ©
Sealed Power MD-50 steel oil ring, best even in badly tapered and out-of-round cylinders. [From the Progressive farmer, Feb. 1951, p. 48] (Piston rings) Sheet. © 15Jan51; KK59327.

SEALY, INC. ©
Button, button. Sealy banished mattress buttons. [From Better homes and gardens, Sept. 1950] Sheet. © 25Aug50; KK59638.

Face the facts about morning backache. Sealy Firm-o-rest orthopedic mattress. [From the Saturday evening post, Oct. 7, 1950, p. 184] Sheet. © 7Oct50; KK62305.

Sleep inducers, by Sealy. [From the Saturday evening post, May 20, 1950] (Bedding) Sheet. (P-10-93) © 19May50; KK59688.

SEAMPRUFE, INC. ©
For Easter, style starts with Seamprufe. [From New York times magazine, Mar. 18, 1951, p. 35] (Lingerie) Sheet. © 18Mar51; KK59741.

Nylon Tricot fashioned with sentiment. [From Glamour, Apr. 1951, p. 53] (Lingerie) Sheet. © 15Apr51; KK60797.

Slip into fashion with Seamprufe. (Lingerie) Sheet. © 15May51; KK62232.

Style starts with Seamprufe. [From Lingerie merchandising, Jan. 1951, front cover p.] (Lingerie) Sheet. © 3Jan51; KK57423.

Style starts with Seamprufe. (Lingerie) Sheet. © 20Mar51; KK59950.

Style starts with Seamprufe, because Seamprufe gives you fashion fit. [From Glamour, Feb. 1951, p. 12] (Lingerie) Sheet. © 22Jan51; KK58482.

SEARLE (G. D.) AND COMPANY ©
Alidase, Searle brand of hyaluronidase. (Medicinal product) Folder. © 1Apr51; KK61917.

All 4 oxidized bile acids in biliary dysfunction. Ketochol. Pamphlet. © 16Apr51; KK62309.

Archiva artis medicae: biliary tract physiology, morphology and pathology. 28 p. © 14May51; KK62308.

Normohydration. Clinical advantages of physiologic elimination. Pamphlet. © 25Apr51; KK62848.

Research in the service of medicine. Vol. 28. Labyrinthine dysfunction in motion sickness and vestibular disorders. (Medicinal agents used in the treatment and prevention of motion sickness) 28 p. © 23Apr51; KK62847.

SECURITY COMPANY. The Security Sash and Screen Company.
Security weatherstrips and thresholds. Catalog 51. 51 p. © The Security Sash & Screen Co., division of the Security Co.; 14Feb51; KK59660.

SECURITY Sash and Screen Company, Division of The Security Company. SEE Security Company. The Security Sash and Screen Company.

SEEDER ORCHARDS COMPANY ©
Seeder's root beer syrup. Label. © 14Jun51; KK62881.

SEEMAN BROTHERS, INC. ©
Watch out if Mrs. Nextdoor sniffs twice. Air-Wick. [From Better homes & gardens, Dec. 1949, p. 101] (Deodorizer) Sheet. © 23Nov49; KK58895.

SEIDEL (AD.) AND SON, INC. ©
Seidel's Hon-Cre cake mix. Net weight 10 lbs. Label. © 15Feb51; KK58647.

SEMCA CLOCK COMPANY, INC. ©
Now Swiss one-day, seven-jeweled Calendar alarm clocks by Semca. Sheet. © 1May51; KK62519.

SERTA ASSOCIATES, INC. ©
Just try the smooth top Serta Perfect Sleeper. (Mattresses) Sheet. © 20Mar51; KK62771.

Perfect Sleeper. You sleep on it, not in it. [From Life, Sept. 11, 1950, p. 88] (Bedding) Sheet. © 11Sep50; KK58672.

SERVEL, INC. ©
All that's new and silence too. Never makes a peep. Servel. (Refrigerator) Folder. (1RGA-88-02) © 21Dec50; KK58565.

All that's new and silence too. Servel, the gas refrigerator. Folder. (1RGA-88-01) © 26Dec50; KK58561.

A copper and a ball makes this better than them all. Servel. (Water heater) Folder. (1WHA-88-01) © 23Dec50; KK58563.

Only Servel, the gas refrigerator stays silent, lasts longer. Folder. (1RGA-79-02) © 4Dec50; KK58567.

Servel All-Year air conditioner. Gas operated model DC-96-G. Sheet. (1ACP-79-301) © 4Dec50; KK58569.

Servel All-Year air conditioner. Gas operated models DE-96-G and DE-144-G. Sheet. (1ACP-79-300) © 4Dec50; KK58568.

Servel Challenger gas water heaters. Models WCB-20A, WCB-20AS, WCB-30A, WCB-30AS. Folder. (1WHP-88-303) © 26Dec50; KK58570.

Servel StyleMaster gas water heaters. Models WCB-30, WCB-45. Folder. (1WHP-88-301) © 23Dec50; KK58566.

Servel ValueMaster gas water heaters. Models WCB-20C, WCB-30C, WCB-45C. Folder. (1WHP-88-302) © 26Dec50; KK58571.

Step inside, see how a copper and a ball can save you money. Servel. (Water heater) Folder. (1WHA-88-02) © 22Dec50; KK58564.

You've got to see it, you can't hear it. Servel. (Refrigerator) Folder. (1RGA-88-03) © 21Dec50; KK58562.

SESSIONS CLOCK COMPANY.

Self-starting electric clocks by Sessions. Sheet. © The Sessions Clock Co.; 23Apr51; KK61193.

SEVEN-UP COMPANY.

The all-family drink, 7 Up; buy a case today. [From Baltimore American, the Comic weekly, Jan. 21, 1951, p. 7, sect. 1] (Soft drink) Sheet. © The Seven-Up Co.; 20Jan51; KK62196.

The all-family drink, 7 Up; you like it, it likes you. [From Sunday journal-star, comic sect., Peoria, Ill., Apr. 8, 1951, p. 8, pt. 1] (Soft drink) Sheet. © The Seven-Up Co.; 7Apr51; KK62197.

All-family smash hit. Fresh up with Seven-Up. [From the Saturday evening post, Feb. 3, 1951, p. 43] (Soft drink) Sheet. © The Seven-Up Co.; 31Jan51; KK58868.

The family's pride and joy. Fresh up with Seven-Up. [From Life, Jan. 8, 1951, p. 28] (Soft drink) Sheet. © The Seven-Up Co.; 5Jan51; KK58869.

The "fresh up" family drink. So pure, so good, so wholesome for everyone. 7 Up. [From Better homes and gardens, Mar. 1951, p. 146] (Soft drink) Sheet. © The Seven-Up Co.; 28Feb51; KK59902.

The fresh up family drink. So pure, so good, so wholesome for everyone; Seven-Up. [From the Saturday evening post, Dec. 30, 1950, p. 38-39] (Soft drink) Sheet. © The Seven-Up Co.; 27Dec50; KK57574.

The fresh up family drink, 7 Up; you like it, it likes you. [From the Comic weekly, May 13, 1951, p. 2, sect. 2] (Soft drink) Sheet. © The Seven-Up Co.; 13May51; KK62198.

Fresh up with Seven-Up; the all-family drink. [From the Saturday evening post, May 26, 1951, p. 8-9] (Soft drink) Sheet. © The Seven-Up Co.; 23May51; KK63067.

Fun, family style! Fresh up with Seven-Up. [From the Modern hospital, June 1951, p. 201] (Soft drink) Sheet. © The Seven-Up Co.; 1Jun51; KK63065.

One of the family, fresh up with Seven-Up; be a fresh up family. [From Life, Apr. 9, 1951, p. 93] (Soft drink) Sheet. © The Seven-Up Co.; 6Apr51; KK62200.

7-Up, the all-family drink. [From Comic weekly, Mar. 18, 1951, p. 5] Sheet. © The Seven-Up Co.; 18Mar51; KK60530.

We're a fresh up family. 7-Up. [From Sunday Journal-star, Peoria, Ill., June 3, 1951, p. 5, comic section] (Soft drink) Sheet. © The Seven-Up Co.; 3Jun51; KK63066.

SEWELL, John A., d.b.a. Norwood Laboratories. SEE Norwood Laboratories.

SHAHAN, James T., d.b.a. La Pryor Milling Company. SEE La Pryor Milling Company.

SHAKESPEARE COMPANY ©.

Ask for it by name! Shakespeare Wexford Wonder Line. [From Field & stream, Mar. 1, 1951, p. 72] (A camouflaged line for fishing) Sheet. © 1Mar51; KK62795.

Ask for it by name. Shakespeare Wexford wonder line wears up to 3 times longer than 10 other leading lines tested. [From Outdoor life, Mar. 1951, p. 83] (Invisible line for fishing) Sheet. © 1Mar51; KK62843.

Finest reel ever made. Shakespeare President. [From Field & stream, Feb. 1, 1951, p. 75] Sheet. © 1Feb51; KK62732.

4 big reasons why fishermen choose Shakespeare salt water tackle for more fish-more fun. [From Pacific fish and game news, Dec. 15, 1950, p. 15] Sheet. © 15Dec50; KK62796.

Now! You can get a genuine Shakespeare Fiber Glass Wonderod with exclusive 1-2-3 zone action. [From Field & stream, Dec. 1, 1950, p. 77] (Bait casting, fly fishing, spinning and salt water fishing) Sheet. © 1Dec50; KK62797.

Shakespeare gives you 3 big reasons for record-smashing sales in '51. Exclusive Howald-process fiber glass Wonderods. [From the Sporting goods dealer, Nov. 1950, p. 51] (Rods, reels, lines, baits for fishing) Sheet. © 1Nov50; KK62844.

Shakespeare's big news for 1951; direct drive reels with LQT magic nylon gears. [From Outdoor life fishing, hunting, shooting guide, Jan. 2, 1951, p. inside of back cover] (Fishing reels) Sheet. © 2Jan51; KK62914.

Shakespeare's big news for 1951; new direct drive reels with LQT magic nylon gears. [From Official sportsmen's guide, Sportmen's show issue, Feb. 17-25, 1951, p. 7] (Drive reels for fishing) Sheet. © 17Feb51; KK62916.

Shakespeare's big news for 1951. New direct drive reels with LQT magic nylon gears. [From Sports afield, Dec. 1, 1950, p. 81] (Drive reels for fishing) Sheet. © 1Dec50; KK62919.

Why accept less? Now you can get a genuine Shakespeare fiber glass Wonderod. [From Field & stream, Feb. 1, 1951, p. 87] (Fishing rods) Sheet. © 1Feb51; KK62730.

SHARON PRESS.

Free. Win nice prizes. The AMG Guess Who program. [From the Sharon press, Sharonville, Ohio, Feb. 2, 1951, p. 6] Sheet. © The Sharon Press; 2Feb51; KK59308.

SHAW, CLARENCE F. ©.

New pound equivalent egg price card. Sheets. © 28Jun50; KK57983.

SHAW BROTHERS, INC. ©.

21 diamond triple-row fishtail wedding ring. [From Chicago sun-times, Jan. 12, 1951, p. 14] Sheet. © 12Jan51; KK57650.

SHEAFFER (W. A.) PEN COMPANY ©.

Beyond compare. Sheaffer's. [From the Saturday evening post, Dec. 9, 1950, p. 147] (Pen and pencil) Sheet. © 5Dec50; KK61834.

Does your pen suffer from no-ritis? Rx Sheaffer's Skrip, best for sluggish pens. [From Puck, the comic weekly, Mar. 4, 1951, section 2, p. 2] (Writing fluid) Sheet. © 1Mar51; KK60488.

For the lucky owners of Sheaffer-made ballpoints, past, present, future. [From Redbook, May 1951, p. 4 of cover] (Pen) Sheet. © 1May51; KK62651.

Give Sheaffer's TM, brand new, and everyone knows it. [From Successful farming, May 1951, p. 4 of cover] (Pen and pencil) Sheet. © 1May51; KK61836.

Give Sheaffer's without question. [From Coronet, Dec. 1950, back cover] (Pens and pencils) Sheet. © 1Dec50; KK58022.

Incomparable. Sheaffer's. [From Saturday evening post, Nov. 25, 1950, p. 11] (Pens and pencils) Sheet. © 21Nov50; KK58016.

Matchless. Sheaffer's. [From Collier's, Dec. 9, 1950, inside front cover] (Pens and pencils) Sheet. © 5Dec50; KK58015.

Now it's Sheaffer's, TM. Valiant. Stratowriter ballpoint. Touchdown. [From the National geographic magazine, Mar. 1951, p. 4 of cover] (Pens and pencils) Sheet. © 1Mar51; KK60489.

Prized above all. Sheaffer's. [From Redbook, Dec. 1950, inside front cover] (Pens and pencils) Sheet. © 1Dec50; KK58021.

Respected above all others. Sheaffer's. [From Life, Nov. 27, 1950, p. 52] (Pens and pencils) Sheet. © 23Nov50; KK58014.

Sheaffer's. Respected above all others. [From American weekly magazine, Dec. 3, 1950, back cover] (Pens and pencils) Sheet. © 30Nov50; KK58017.

Sheaffer's. The incomparable gift. [From Better homes and gardens, Nov. 1950, inside back cover] (Pens and pencils) Sheet. © 1Nov50; KK58018.

Sheaffer's. The name that speaks quality. [From Argosy, Nov. 1950, inside front cover] (Pens and pencils) Sheet. © 1Nov50; KK58023.

Sheaffer's. Tribute to good taste. [From Parade, Nov. 26, 1950, back cover] (Pens and pencils) Sheet. © 22Nov50; KK58020.

Sheaffer's Fineline, perfect partner for the TM pen. Sentinel. [From Better homes & gardens, Mar. 1951, p. 4 of cover] (Pens and pencils) Sheet. © 1Mar51; KK60485.

Sheaffer's signature engraved. The gift that says: Just for you. [From Newsweek, Apr. 9, 1951, p. 3 of cover] (Pen and pencil) Sheet. © 5Apr51; KK61838.

Sheaffer's TM. Nothing less will do for these important occasions. [From the Saturday evening post, May 5, 1951, p. 7] (Pen and pencil) Sheet. © 1May51; KK62654.

Sheaffer's TM. Nothing so new. [From Better homes and gardens, May 1951, p. 3 of cover] (Pen and pencil) Sheet. © 1May51; KK61835.

Sheaffer's, TM. Now, all others are crude by comparison. Valiant. Sentinel. Crest. Touch Down. Skrip. [From Collier's, Mar. 10, 1951, p. 2 of cover] (Pens and writing fluid) Sheet. © 6Mar51; KK60487.

SHEAFFER (W. A.) PEN COMPANY ©.
Cont'd.

Sheaffer's, TM. Now you'll say: all other pens are clumsy. Valiant. Sentinel. Crest. [From the Saturday evening post, Mar. 17, 1951, p. 129] Sheet. © 13Mar51; KK60486.

Sheaffer's TM, gift choice for the modern minded. [From Coronet, June 1951, p. 4 of cover] (Pen and pencil) Sheet. © 1Jun51; KK62652.

Sheaffer's TM, now anything else just won't do. [From the American magazine, Mar. 1951, p. 4 of cover] (Pens) Sheet. © 1Mar51; KK61837.

Sheaffer's TM, now no other will suffice. [From Life, May 14, 1951, p. 2 of cover] (Pen and pencil) Sheet. © 10May51; KK62650.

Sheaffer's TM now outdates all others. [From Life, Apr. 23, 1951, p. 25] (Pens) Sheet. © 19Apr51; KK61833.

Sheaffer's TM, so new everyone wants it. [From This week, May 13, 1951, p. 4 of cover] (Pen and pencil) Sheet. © 9May51; KK62653.

Sheaffer's TM, the best for service men. [From Esquire, June 1951, p. 4 of cover] (Pen and pencil) Sheet. © 1Jun51; KK62649.

Sheaffer's TM, the gift that says you know what's new. [From the National geographic, May 1951, p. 4 of cover] (Pen and pencil) Sheet. © 1May51; KK61839.

The superlative gift. Sheaffer's. [From This week, Dec. 10, 1950, back cover] (Pens and pencils) Sheet. © 6Dec50; KK58019.

Truth and proof. Sheaffer's Skrip. [From Saturday evening post, Nov. 18, 1950, p. 172] (Writing fluid) Sheet. © 14Nov50; KK58012.

Ultimate in gifts. Sheaffer's with personal signature. [From Life, Dec. 4, 1950, p. 29] (Pens and pencils) Sheet. © 1Dec50; KK58013.

SHEARER, GUY COOPER ©.

Kentucky Cavalier. (Whiskey) Label. © 1Jun51; KK62784.

Southern Harmony. (Whiskey) Label. © 1Jun51; KK62785.

Western Scout. (Whiskey) Label. © 1Jun51; KK62783.

SHELL OIL COMPANY ©.

"Automatic sculptor", works in steel. [From the Saturday evening post, Mar. 10, 1951, p. 2] (Oil) Sheet. © 7Mar51; KK61280.

Beelzebub in a box. Shell. [From the Saturday evening post, May 5, 1951, p. 2] (Petroleum) Sheet. © 2May51; KK61898.

Magnetic dust mop. [From the Saturday evening post, Nov. 18, 1950, inside front cover p.] (Oil research) Sheet. © 15Nov50; KK57362.

"Make-up" for a picture window! [From the Saturday evening post, Apr. 7, 1951, p. 2] (Oil) Sheet. © 4Apr51; KK61279.

Oracle on 57th Street. [From the Saturday evening post, Dec. 16, 1950, p. 2] (Petroleum) Sheet. © 13Dec50; KK58874.

Strictly on schedule. Shell research leads to finer products. [From the Saturday evening post, Feb. 10, 1951, p. 2] (Petroleum) Sheet. © 7Feb51; KK59533.

SHERWIN-WILLIAMS COMPANY.

For protection that talks back to the weather. [From Life, June 11, 1951, p. 88] (Paint) Sheet. © The Sherwin-Williams Co.; 8Jun51; KK62762.

For the best looking house in your neighborhood. SWP paint. [From Life, Apr. 2, 1951, p. 67] Sheet. © The Sherwin-Williams Co.; 30Mar51; KK60334.

For the best protection of your biggest investment. SWP. [From Life, Apr. 23, 1951, p. 161] (Paint) Sheet. © The Sherwin-Williams Co.; 20Apr51; KK61068.

Get ready for winter, the cost is so small ... SWP. Kem-Tone. Kem-Glo. [From the Saturday evening post, Oct. 7, 1950, p. 102] (Paint) Sheet. © The Sherwin-Williams Co.; 40ct50; KK60190.

If your house looks shabby too soon, next time insist on SWP house paint, it's Weathérated. [From Life, May 21, 1951, p. 136] Sheet. © The Sherwin-Williams Co.; 18May51; KK62160.

Inside and out, on woodwork and wall ... SWP. Kem-Tone. Kem-Glo. [From the Saturday evening post, Sept. 2, 1950, p. 77] (Paint) Sheet. © The Sherwin-Williams Co.; 30Aug50; KK60189.

1,001 decorating ideas in the big, new Sherwin-Williams paint and color style guide. [From House & garden, Mar. 1951, p. 71] Sheet. © The Sherwin-Williams Co.; 20Feb51; KK60469.

SHINE BOY PRODUCTS ©.

Shine Boy white shoe cleaner. Label. © 15Jul47; KK61194.

SHOPPERS FOOD PRODUCTS COMPANY.

Shoppers Foods salad dressing. Label. © Harry A. Gagliardi, d.b.a. Shoppers Food Products Co.; 27Feb51; KK59178.

SHOTWELL MANUFACTURING COMPANY.

Fruit bowl assortment. (Assortment of candies) Card. © The Shotwell Manufacturing Co.; 14May51; KK62042.

SHRADER, E. E. ©.

Why Nubbin Savers pick corn better. (Corn picking and husking rollers) Folder. © 23Oct50; KK57449.

SHRIRO TRADING CORPORATION ©.

Nydeal first quality. (Hosiery) Sheet. © 24Apr51; KK62051.

SHURON OPTICAL COMPANY, INC. ©.

152-A Shuron sphere lens surfacer. Pamphlet. © 28Mar51; KK60398.

Shuron technician. Spring 1951. (Ophthalmic materials) Pamphlet. © 12Apr51; KK62455.

SHU-TEX CORPORATION ©.

Shu-Tex; 10 shoe shine cloths. Label. © 21Feb51; KK59624.

SICES, MURRAY ©.

Out of my mind, by Murray Sices. (Women's suits) Sheets.
Jan. 16, 1951. © 16Jan51; KK57682.
Apr. 22, 1951. © 22Apr51; KK61236.

SIDNEY-WILLIAMS COMPANY ©.

The fried egg. (Rubber novelty) Label. © 13Apr51; KK61262.

SIGNODE STEEL STRAPPING COMPANY ©.

Guide to better shipping. Signode. (Steel strapping) Folder. © 11Jun51; KK62738.

Signode system of steel strapping. 90 p. © 15Jan51; KK58842.

SILVAPLATE CORPORATION ©.

Amazing new polish makes silverplating at home easy; rubs on with a cloth, won't wash off. Quadruple Silvaplate. [From New York herald tribune, Sept. 10, 1950] Sheet. © 10Sep50; KK62516.

Little Grey Fixit Shop; we mend all but broken hearts. [Cartoon letter] (Repair service, silver plate and polishes) Sheet. © 10Oct50; KK57898.

Replate your own silver in 5 minutes. Quadruple Silvaplate. Sheet. © 17Sep50; KK62517.

SILVER, Irvin, d.b.a. Silver Advertising Agency. SEE Silver Advertising Agency.

SILVER ADVERTISING AGENCY.

Win prizes! Prizes! Prizes! Galore! Motorola. [From Philadelphia evening bulletin, Apr. 13, 1951, p. 41] (Television receiver) Sheet. © Irvin Silver, d.b.a. Silver Advertising Agency; 13Apr51; KK62317.

SIMMONS COMPANY ©.

The extra bedroom that saved $2000. Simmons Hide-A-Bed. [From Living for young homemakers, Mar. 1951, p. 13] Sheet. (256) © 20Mar51; KK61093.

For better posture protection, a new and better Babybeauty. Only Simmons makes Babybeauty. [From Baby talk, Dec. 1950, p. 27] (Mattress) Sheet. (249) © 20Nov50; KK59002.

For his back's sake, 37 o/o more coils than the next best crib mattress. [From Congratulations, Jan. 1951, p. 53] Sheet. (259) © 29Dec50 (in notice: 1951); KK59841.

Give him the mattress a doctors' jury voted unsurpassed. New, better Babybeauty, 37 o/o more coils than the next best crib mattress. [From Parents, Apr. 1951, p. 88] Sheet. (261) © 25Mar51; KK62588.

How brides-on-a-budget can have an extra bedroom. Simmons Hide-A-Bed. [From Bride's magazine, Autumn 1950, p. 24] Sheet. (211A rev.) © 15Aug50; KK59842.

How would you like it if someone used your name? Only Simmons makes Hide-A-Bed. [From Retailing daily, Jan. 2, 1951, p. 27] Sheet. (233) © 2Jan51; KK60616.

National Beautyrest month is national prove-it month. Only Simmons makes Beautyrest. [From Life, Apr. 23, 1951, p. 2-3] (Mattress) Sheet. (263) © 20Apr51; KK62590.

Now. A new, improved Babybeauty for better posture protection. Simmons Babybeauty. [From Parents', Nov. 1950, inside front cover p.] (Mattress) Sheet. (239) © 20Oct50; KK58440.

Of course, you can afford Beautyrest luxury. Only Simmons makes Beautyrest. [From Life, Feb. 12, 1951, p. 140] (Mattress) Sheet. (253) © 9Feb51; KK60617.

Pinched for space? Here's a penny-pinching answer that's a beauty. Simmons Hide-A-Bed. [From Good housekeeping, Nov. 1950] Sheet. (228A) © 20Oct50; KK58441.

Simmons introduces two new ideas. [From Saturday evening post, Mar. 3, 1951, p. 66-67] (Sofa beds) Sheet. (244) © 28Feb51; KK61095.

2 great ideas for brides in 1951. Simmons, the greatest name in sleep. [From Bride's reference book, Apr. 1951, p. 8-9] (Hide-A-Bed) Sheet. (262) © 1Apr51; KK62589.

Unsurpassed, said 10 out of 12 in doctors' jury. Babybeauty. [From Parents', Mar. 1951, p. 78] (Mattresses) Sheet. (260) © 25Feb51; KK61094.

SIMONIZ COMPANY.

Bodygard, new liquid car wax. (A protective and preservative for use on automobiles and other surfaces) Label. © The Simoniz Co.; 16Feb51; KK62222.

Bodygard, the new liquid Simoniz. (A protective and preservative for use on automobiles and other surfaces) Label. © The Simoniz Co.; 1Sep50; KK62221.

New, a genuine Simoniz job. [From the News-sentinel, Fort Wayne, Ind., Sept. 29, 1950, p. 5] (Auto polish) Sheet. © The Simoniz Co.; 29Sep50; KK58573.

SIMPLEX VALVE AND METER COMPANY ©.

Simplex Pitot equipment. 19 p. (Bull. no. 1300) © 14May51; KK61860.

Simplex, type H-meter. 16 p. (Bull. 401) © 15Dec50; KK57044.

SINGER MANUFACTURING COMPANY.

The attic seemed alive with people. Singer. [From Look, Feb. 27, 1951, p. 71] (Sewing machines) Sheet. © The Singer Manufacturing Co.; 13Feb51; KK60411.

Big list? Little budget? Solve your Christmas crisis at your Singer sewing center. [From the American girl, Dec. 1950, p. 6] (Sewing machines and supplies) Sheet. © The Singer Manufacturing Co.; 25Nov50; KK57130.

Brand new Singer electric cabinet machine. [From Electricity on the farm, Nov. 1950, p. 25] (Sewing machine) Sheet. © The Singer Manufacturing Co.; 1Nov50; KK57221.

Fittings for 1-needle machine 300W101. (Industrial sewing machine) 8 p. (Form 3200-17MT (950) © The Singer Manufacturing Co.; 24Apr51; KK61635.

Fittings for 2-needle machine 300W201. (Industrial sewing machine) Sheet. (Form 3200-21MT (1250) © The Singer Manufacturing Co.; 24Apr51; KK61637.

Fittings for 3-needle machine 300W301 and 4-needle machine 300W401. (Industrial sewing machines) 5 p. (Form 3200-22MT (1250) © The Singer Manufacturing Co.; 24Apr51; KK61638.

For low cost, top speed overedging production equip your sewing room with these modern, efficient Singer class 246 machines. [From Southern garment manufacturer, Apr. 20, 1950, front cover] Sheet. © The Singer Manufacturing Co.; 20Apr50; KK59233.

It's easier than you think to own a Singer. [From Electricity on the farm, Oct. 1950, p. 23] (Sewing machine) Sheet. © The Singer Manufacturing Co.; 10Oct50; KK57220.

Lap seam felling and welting seat covers on 2-needle machine 300W203 (alternating pressers) (Industrial sewing machine) Sheet. (Form 3200-20MT (1050) © The Singer Manufacturing Co.; 24Apr51; KK61636.

Let us electrify your Singer treadle machine. [From Electricity on the farm, Aug-Sept., 1950, p. 29] Sheet. © The Singer Manufacturing Co.; 1Aug50; KK57219.

Let your dollars buy more, choose a Singer. [From Electricity on the farm, June-July, 1950, p. 29] (Sewing machine) Sheet. © The Singer Manufacturing Co.; 1Jun50; KK57222.

The new Singer 402w100 machine. Folder. (Form 1118 MT) © The Singer Manufacturing Co.; 3May51; KK61646.

The new Singer 242-2 machine, for high quality hosiery seaming. Sheet. © The Singer Manufacturing Co.; 4May51; KK61645.

Now: finest, most beautiful Singer sewing machines in 99 Christmases. [From Woman's home companion, Dec. 1950, p. 10] Sheet. © The Singer Manufacturing Co.; 17Nov50; KK57443.

One hundred years of beautiful sewing prove Singer is your best buy. [From McCall's, Mar. 1951, p. 113] (Sewing machine) Sheet. © The Singer Manufacturing Co.; 21Feb51; KK60282.

Singer class 241 [machine] First with automatic lubrication. (Sewing machine) Folder. © The Singer Manufacturing Co.; 8May51; KK61875.

Singer household helps, now available at your nearest Singer sewing center. Sheet. (NA 2924-A) © The Singer Manufacturing Co.; 13Dec50; KK57131.

Singer machines, 99w110, 99w111, 99w112. Folder. © The Singer Manufacturing Co.; 13Jun51; KK62997.

Singer needle coolers. Folder. (Form 1121 MT (351) © The Singer Manufacturing Co.; 4May51; KK61647.

Singer needle lubricators for Singer 300W class machines. Sheet. © The Singer Manufacturing Co.; 31May51; KK63032.

Singer needle nozzles for use with Singer needle coolers. Sheet. © The Singer Manufacturing Co.; 4May51; KK61644.

Singer 71-class high speed buttonhole machines. Sheet. © The Singer Manufacturing Co.; 13Jun51; KK62998.

Two-piece banding of dungarees and inserting both ends of belt loops in one operation on 2-needle machine 300W201. (Industrial sewing machine) Sheet. (Form 3200-19MT (950) © The Singer Manufacturing Co.; 24Apr51; KK61634.

Why not own the best? New Singer as low as $89.50. [From Electricity on the farm, Mar. 1951, p. 27] (Sewing machine) Sheet. © The Singer Manufacturing Co.; 1Mar51; KK60284.

Wide guage stitching operations on paper or plastic draperies using 2-needle machine 300W201. (Industrial sewing machine) Sheet. (Form 3200-18MT (950) © The Singer Manufacturing Co.; 24Apr51; KK61633.

You, too, can sew like an expert. Singer sewing book. [From Vogue pattern book, Oct.-Nov. 1950, p. 70] Sheet. © The Singer Manufacturing Co.; 7Sep50; KK57442.

You'll never have these worries if your classroom machines are Singer electrics. [From What's new in home economics, Feb. 1951, p. 163] (Singer sewing machines) Sheet. © The Singer Manufacturing Co.; 1Feb51; KK60795.

You'll never have these worries if your sewing machine is a Singer. [From Woman's home companion, Feb. 1951, p. 58] Sheet. © The Singer Manufacturing Co.; 19Jan51; KK60283.

SKIPTON, Ann, and Barbara Brown, d.b.a. Sugar 'N' Spice. SEE Sugar 'N' Spice.

SKOTCH MANUFACTURING COMPANY.

Skotch golf. A complete indoor golf course for year around practice and pleasure. (Game) Sheet. © Edward van Kinkle, d.b.a. Skotch Manufacturing Co.; 30Dec50; KK57038.

SKYLAND HOSIERY MILLS, INC. ©.

Carousel; for that elegant carefree feeling. (Full fashioned hosiery) Label. © 12Mar51; KK60917.

SLEEPENE COMPANY, INC.

Can't sleep? Try Sleepene. And see if you don't thunder down to work ... [From Albany Times-union, Dec. 31, 1950, p. B2] (Sleeping tablets) Sheet. © The Sleepene Co., inc.; 31Dec50; KK57985.

SLETTEN, OWEN ©.

Blink indicator. (Chemical pH indicator) Label. © 18Dec50; KK57564.

SMITH (A. O.) CORPORATION ©.

Official entry blank; Permaglas sales idea contest. (Water heaters) Sheet. (Bull. no. H-669) © 13Feb51; KK59230.

SMITH (ALEXANDER) AND SONS CARPET COMPANY ©.

Beautiful, beautiful spun-twist broadloom. Alexander Smith floor plan rugs. [From the New Yorker, Feb. 10, 1951, p. 9] Sheet. © 10Feb51; KK58588.

It costs you less to buy your broadloom in Floor-Plan rugs. [From Good housekeeping, Feb. 1951, p. 169] Sheet. © 15Jan51; KK57681.

It costs you less to buy your broadloom in Floor-Plan rugs. [From Life, Feb. 5, 1951, p. 60-61] Sheet. © 5Feb51; KK58227.

John Carrier of Black Brothers Furniture Company in Houston, Texas discovered that 19 out of 20 of his carpet sales were in Alexander Smith Floor-Plan rug sizes. [From Retailing daily, Dec. 4, 1950, p. 29] Sheet. © 24Dec50; KK57019.

Mr. Bert Bayer, of the Amber Furniture Company, Chicago, Illinois discovered he had no dogs to mark down with Alexander Smith Floor-Plan rugs. [From Retailing daily, Dec. 11, 1950, p. 23] Sheet. © 11Dec50; KK57020.

Mr. Carey A. Maupin, of the William E. Miller Furniture Company discovered he could cure a lot of headaches with Alexander Smith Floor-Plan rugs. [From Retailing daily, Nov. 20, 1950, p. 19] Sheet. © 20Nov50; KK57021.

Mr. Jerry Schimberg, of Pollack's, in Baltimore, Maryland discovered a midget investment produced giant volume in Alexander Smith Floor-Plan rugs. [From Retailing daily, Nov. 13, 1950, p. 17] Sheet. © 13Nov50, KK57018.

Selling beautiful Barbizon broadloom for you, these two full pages, in full color, in Life. [From Retailing daily, Nov. 6, 1950, p. 21] Sheet. © 6Nov50; KK57001.

You sell from a show-line. [From floor covering trade directory, 1951, p. 13] (Rugs and carpets) Sheet. © 26Apr51; KK61339.

SMITH (C. D.) DRUG COMPANY ©.

Mineral oil. Label. © 10Dec50; KK60035.

SMITH (L. C.) AND CORONA TYPEWRITERS, INC. ©

Chalk up higher marks. Smith-Corona. [From Seventeen, Mar. 1951, p. 31] (Typewriters) Sheet. © 1Mar51; KK59192.

Luxury typing is here. Smith-Corona. [From the Saturday evening post, Mar. 10, 1951, p. 107] Sheet. © 7Mar51; KK59641.

Luxury typing is here at last. Smith-Corona. [From the New York times, Feb. 27, 1951, p. 16] Sheet. © 27Feb51; KK59193.

Luxury typing is here at last; Smith-Corona ... typewriter. Pamphlet. (AS382) © 15Jan51; KK58370.

World's most advanced design in a portable typewriter. Sheet. © 1Nov51; KK60949.

SMITH (RICHARD R.) PUBLISHER, INC. ©
American enterprise. (Series of books) Folder. © 2Apr51; KK60796.

SMITH (S. MORGAN) COMPANY ©
Rotovalves by Smith. 32 p. © 23Apr51; KK61622.

SMITH VICTORY CORPORATION ©
Bobbie Smith pin-curl home permanent wave. Sheet. (51-A) © 23Feb51; KK59397.

SMITHS.

They said it couldn't be done! Nothing like it ever before! Smiths proudly presents for the first time anywhere the feature fabric of 1951. Formula F. W. G. (Men's and boys' clothing) Sheet. © Smiths and Moneyback Smith, d. b. a. Smiths; 10Nov50; KK57836.

You'll do better every time in Country Club baby tweeds. (Mens' and boys' clothing) Sheet. © Smiths & Moneyback Smiths, d.b.a. Smiths; 19Apr51; KK61533.

SMITHS and Moneyback Smitns, d.b.a. Smiths. SEE Smiths.

SMOLER BROTHERS, INC. ©
Do you think this is good? Wait till you see Dresses-Plus. [From Women's wear daily, Apr. 30, 1951, p. 16] (Dresses) Sheet. © 30Apr51; KK62550.

SMYTH, Arthur Ernest, sole owner, Titan Music Publishing Company. SEE Titan Music Publishing Company.

SOFFOS, Theodor G., d.b.a. Soffos System Products. SEE Soffos System Products.

SOFFOS SYSTEM PRODUCTS.

Brakles. (Olive oil) Label. © Theodor G. Soffos, d.b.a. Soffos System Products; 10May50; KK61351.

Faskomelo. A combined cold and cough herb sage tea. Label. © Theodor G. Soffos, d.b.a. Soffos System Products; 5Apr50; KK58887.

Theothyme. (Spice) Label. © Theodor G. Soffos, d.b.a. Soffos System Products; 5May50; KK61352.

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SOILAIRE INDUSTRIES.
Soilaire Waterwell. (Aerating plant device) Label. © Kenneth E. Goit, sole owner Soilaire Industries; 6Dec50; KK58617.

SOKOL AND COMPANY ©

Loretta Powers baking recipes, with Solo cake and pastry fillings. Folder. © 11Nov49 (in notice: 1951); KK61929.

To our friends who use Solo cake and pastry fillings. Sheet. © 10Nov50; KK62327.

To our home baking friends. Solo. (Cake and pastry fillings) Sheet. © 10Nov50; KK61930.

SOLAR STEEL CORPORATION ©

Data book. (Warehoused steel products and services) 192 p. © 15Apr51; KK62194.

Solar rays. (Steel products) Folder.
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SOLO PRODUCTS CORPORATION ©

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Now. New. Hearing that sets your life hitting on all six. Sonotone. [From Life, Mar. 19, 1951, p. 69] (Hearing aids) Sheet. © 16Mar51; KK59592.

You, too, will cheer this new way to hear. Sonotone. [From Life, May 14, 1951, p. 22] (Hearing aid) Sheet. © 11May51; KK61811.

Thousands hear, thousands cheer. Sonotone. [From Life, June 11, 1951, p. 71] (Hearing aid) Sheet. © 8Jun51; KK62705.

SOUTH AFRICAN ROCK LOBSTER ASSOCIATION, INC. ©
Try these delicious home recipes. Frozen fresh genuine South African rock lobster tails. 14 p. © 12Apr51; KK60586.

SOUTH BEND LATHE WORKS ©

How to run a drill press. 31 p. (Bull. 5110) © 16Apr51; KK60696.

Inside information on 14 1/2" swing South Bend lathes. Folder. (Bull. 5101) © 18Jan51; KK57995.

No. 2-CT turret lathe. Folder. (202) © 15Feb51 (in notice: 1950); KK58638.

South Bend Economy model drill presses. Folder. (5103) © 28Mar51; KK60535.

Why struggle with poor equipment?. Bulletin no. 5112. (Lathes) Folder. © 4May51; KK61773.

SOUTH BEND TOY MANUFACTURING COMPANY ©
Companion to millions of little girls. [From Parents' magazine, Nov. 1950, p. 141] (Doll carriages) Sheet. © 25Aug50; KK60345.

SOUTHERN EQUIPMENT COMPANY ©
Custom-bilt by Southern photo installations. (Kitchen equipment, institutional) 94 p. © 13Apr50; KK57847.

SOUTHERN SUPPLY COMPANY.
Hang me up chart; Daltex quality high carbon plow steel tractor sweeps. Folder. © The Southern Supply Co.; 1Mar51; KK59563.

SPAG-MCCOURT ADVERTISING AGENCY ©
Army, Navy, Air Force, Marine uniforms & accessories. Modell's. 8 p. © 6Apr51; KK61408.

SPARK-O-LINER CORPORATION ©
Don't burn up because your motor overheats. Perry filter. [From Saturday evening post, June 10, 1950, p. 177] Sheet. © 10Jun50; KK59356.

SPATO, Sara, d.b.a. Creole Delicacies Company. SEE Creole Delicacies Company.

SPEAR AND COMPANY ©

Look. Your choice of four gifts only $1. (Furniture) 24 p. © 16Jan51; KK57993.

Spear's 58th anniversary gift offer. (Home furnishings) 32 p. © 9Mar51; KK61246.

SPEER, Robert, d.b.a. Neo-Craft Company. SEE Neo-Craft Company.

SPENCER STUDIOS, INC. ©
Signs and letters catalog no. 38. (Majestic press) 71 p. © 2Jan51; KK57107.

SPERRY CANDY COMPANY ©
Sperry's nut rolls. (Candy) Label. © 20Oct50; KK58223.

SPICKELMIER PRODUCTS COMPANY ©

The best water-repellent you ever used. Dri. Sheet. © 2Apr51; KK60199.

Don't let water ruin your clothes. Use Dri. (Water-repellent) Sheet. © 2Apr51; KK60204.

Dri comes to Jefferson City. Amazing water-repellent ... Sheet. © 2Apr51; KK60197.

Dri stops wet-clothes misery. (Water-repellent) Sheet. © 2Apr51; KK60205.

Good news. Now make your clothes water-repellent at home ... Dri. Sheet. © 2Apr51; KK60200.

Keep that razor edge crease longer with Dri. (Water repellent) Sheet. © 2Apr51; KK60201.

Look like a million longer. Spray your clothes with Dri. (Water repellent) Sheet. © 2Apr51; KK60202.

Makes clothes water-repellent. Use Dri. Sheet. © 2Apr51; KK60203.

New water-repellent for home use big hit in Jefferson City. Dri. Sheet. © 2Apr51; KK60198.

SPOOL COTTON COMPANY.

Made to be loved. Leaflet no. 2011. (Thread) Folder. © The Spool Cotton Co.; 2Feb51; KK59168.

Stitch in time. (Thread) Folder. Spring 1951. © The Spool Cotton Co.; 30Apr51; KK63154.

SPORLAN VALVE COMPANY ©
Earthquaking scientific discovery; Diabetic Chemical Co. announces a new super-peachy refrigerant, NOERF-26. (Sporlan products) Pamphlet. © 1Nov50; KK58391.

SPRING PHARMACAL, INC. ©

New magic, fresh magic, body magic ... Prin-tabs chlorophyll tablets. Card. © 1May51; KK62477.

New magic, fresh magic, mouth magic. Spring chlorophyll mouth wash. Label. © 1May51; KK62476.

SPRING-AIR COMPANY ©
Spring-Air mattress selector. Device. © 8Jan51; KK61466.

SPRINGFIELD BAKERY COMPANY ©
Holsum sweet rolls. Label. © 15Mar51; KK60111.

SPRINGS COTTON MILLS.

A buck well spent on a Springmaid sheet. [From Promenade magazine, Nov. 1950, inside back cover p.] (Cotton sheets) Sheet. © The Springs Cotton Mills; 1Nov50; KK57528.

The deb who defied the conventions. Springcale. [From Promenade, May 1951, p. 4 of cover] (Sheets) Sheet. © The Springs Cotton Mills; 1May51; KK62376.

I dreamt I went shopping without my slip. Springcale sheets. [From Look, Jan. 16, 1951, p. 54] Sheet. © The Springs Cotton Mills; 2Jan51 (in notice: 1950); KK58768.

I dreamt I went shopping without my slip, says Gussie Moran. [From U. S. air services, Feb. 1951, p. 19] (Cotton sheets) © The Springs Cotton Mills; 15Feb51 (in notice: 1950); KK62799.

I tested sixty models says Elliott Springs. [From the Cat cayer, 1950-51, back cover p.] (Cotton sheets) Sheet. © The Springs Cotton Mills; 19Nov50; KK57527.

Two bucks on the line. [From Sport magazine, Jan. 1951, back cover p.] (Cotton fabrics) Sheet. © The Springs Cotton Mills; 20Dec50; KK57529.

Two bucks on the line. Springmaid sheets. [From Sport, Jan. 1951, p. 4 of cover] Sheet. © The Springs Cotton Mills; 20Dec50; KK60082.

Watch the butter'fly. [From Argosy magazine, Jan. 1951, inside back cover p.] (Cotton fabric) Sheet. © The Springs Cotton Mills; 20Dec50; KK57526.

Who threw the sheets in Mistress Murphy's chowder? Sumter Springmaid sheets. [From Good housekeeping, Mar. 1951, p. 245] Sheet. © The Springs Cotton Mills; 20Feb51 (in notice: 1950); KK58763.

SQUIBB (E. R.) AND SON ©.

From experience comes faith. [From Saturday evening post, Jan. 20, 1951, p. 48] (Drugs) Sheet. © 17Jan51; KK62711.

From experience comes faith. [New born baby. From Time, May 21, 1951, p. 71] (Pharmaceuticals) Sheet. © 17May51; KK62229.

From experience comes faith. Squibb. [Child in crowd. From the Saturday evening post, Apr. 14, 1951, p. 77] (Pharmaceuticals) Sheet. © 11Apr51; KK61423.

From experience comes faith. Squibb. [Girl holding doll. From Time, Jan. 29, 1951, p. 51] (Pharmaceuticals) Sheet. © 25Jan51; KK58092.

SQUIRT COMPANY.

Drinks mixed with Squirt have a pleasant taste and after-taste, means a satisfied customer every time. [From Wisconsin beverage journal, Mar. 1951, p. 33] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 8Mar51; KK61327.

For the smo-o-o-thest way to new profits. [From Wisconsin beverage journal, Jan. 1951, p. 7] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 3Jan51; KK61329.

Here's the smoothest profit story ever. Squirt. [From Mid-continent bottler, Dec. 1950, p. 6] (Soft drink) Sheet. © The Squirt Co.; 5Dec50; KK57639.

The lady from Milwaukee. Drink Squirt. [From the American bottler, Apr. 1951, p. 67] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 4Apr51; KK62858.

Now available in Los Angeles, delicious Squirt. [From Southern California grocers journal, Oct. 20, 1950, p. 12] (Soft drink) Sheet. © The Squirt Co.; 20Oct50; KK57641.

San Francisco and all this, too! Squirt sells 2 ways the year 'round. [From The American bottler, Sept. 1950, p. 79] (Non-alcoholic beverages) Sheet. © The Squirt Co.; 5Sep50; KK57764.

Sell Squirt 2 ways; for year round profits. [From Bottling industry, Jan. 9, 1951, p. 8] (Non-alcholic beverage) Sheet. © The Squirt Co.; 9Jan51 (in notice: 1950); KK61521.

Sells 2 ways. Squirt. [From Bottling industry, Sept. 5, 1950, p. 9] (Soft drink) Sheet. © The Squirt Co.; 5Sep50; KK57638.

Squirt builds steady sales volume. [From the American bottler, Feb. 1951, p. 79] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 2Feb51; KK61322.

Switch to Squirt for easy to mix, better tasting drinks. [From Wisconsin beverage journal, Feb. 1951, p. 15] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 7Feb51; KK61328.

Switch to Squirt for smooth mixed drinks and bigger sales the year 'round. [From Wisconsin beverage journal, Apr. 1951, p. 8] (Non-alcoholic beverage) Sheet. © The Squirt Co.; 6Apr51; KK62484.

STAD INDUSTRIES, INC. ©.

Stad's 1-2-3 Krome Kleener. Label. © 18Mar51; KK60003.

STA-DRI, INC. ©.

MWP Sta-Dri Silicone Clear-Coat. (Masonry waterproofing & cement paint) Label. © 30Apr51; KK62943.

STALEY MILLING COMPANY ©.

Growing birds need protection against coccidiosis. Feed them Grower Atoms with megasul. (Commercial chicken feed) Sheet. (201-50) © 17May50; KK57487.

More pork from every fall litter! Feed Pig Mama to brood sows. (Sow and pig feed) Sheet. (551-50) © 2Sep50; KK57351.

New Golden Pro-Lass pellets. New golden A P F from aureomycin. (Hog feed) Sheet. (641-50) © 14Jun50; KK57352.

New, Staley Golden Bullets for hogs, with new golden A.P.F. from aureomycin. Pig Mama. (Commercial hog feed) Sheet. © 14Jun50; KK57488.

This much more hog for the same money. Feed new Golden Bullets. (Hog feed) Sheet. (742-50) © 20Aug50; KK57350.

This much more hog for the same money. Feed new Golden Pro-Lass. (Hog feed) Sheet. (642-50) © 16Aug50; KK57349.

Winter enteritis, feed Pig Mama. (Sow and pig feed) Sheet. (504-50) © 21Oct50; KK57353.

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STANDARD AUTO NECESSITIES COMPANY ©.

Now, here's how to do an 8-hour job in 2 hours with Standard knee action units. (Automobile replacement parts) Sheet. © 12Jan51; KK59544.

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Famous yellow quik bag. Blue Bonnet oleomargarine. Label. © 1Mar51; KK59551.

Fleischmann's part in baking cakes, pies, cookies and other sweet goods. (Baking products) 57 p. © 26Oct50; KK57323.

Tender Leaf tea. Green tea. Label. © 31Jan51; KK59721.

Tender Leaf tea. Orange pekoe and pekoe black tea. Label. © 31Jan51; KK59722.

STANDARD MOTOR PRODUCTS, INC. Hygrade Products Division ©.

Finger tips. (Automotive products) 4 p.

Mar. 1951. © 26Feb51; KK58741.

Apr. 1951. © 26Mar51; KK60343.

STANDARD OIL COMPANY.

A good name to tie to: Esso marine bunker and diesel fuel oils. Six-sheet calendar. © Standard Oil Co. (New Jersey); 24Nov50; KK59350.

STANDARD STOKER COMPANY, INC.

Standard Stoker numerical parts price list. (Locomotive stoker and coal pusher parts) 59 p. © The Standard Stoker Co., inc.; 12Dec50; KK57165.

The Standardaire blower; dimensional information. (Axial flow blowers) 5 p. (88) © The Standard Stoker Co., inc.; 9Mar51; KK60231.

STANDARD TOYKRAFT PRODUCTS, INC. ©.

Princess real embroidery set. Label. © 10Mar39; KK61011.

STANLEY HOME PRODUCTS, INC. ©.

Auto polishing cloth; Stanhome. Label. © 1Mar51 (in notice: 1950); KK59785.

Baby brush and comb. Stanhome. Label. (161) © 18Dec50; KK57181.

Bubble bath. Stanhome. Label. © 21Dec50; KK57279.

Commander hair brush. Stanhome. Label. © 18Dec50; KK57100.

Cool-a-ped foot lotion. Stanhome. Label. © 5Dec50; KK59194.

Dental plate cleaner. Stanhome. Label. © 5Dec50; KK57608.

Handbag key holder. Label. © 19Apr51; KK61355.

Instructions for installing Silent Maid dispenser. Fits all toilet tanks. Folder. © 25Nov50; KK59104.

Junior flesh brush. Stanhome. Label. (120) © 19Feb51 (in notice: 1950); KK59960.

Lady's hair brush; Stanhome. Label. (351) © 18Dec50; KK57382.

Lucite hair brush; Stanhome. Label. (348) © 18Dec50; KK57054.

Mouth refresher. Stanhome. Label. © 5Dec50; KK59195.

Shampoo made with cocoanut oil. Stanhome. Label. © 5Dec50; KK59196.

Silent Maid. (Deodorizer) Folder. (Know your Stanhome products) © 15Mar51; KK60729.

Silver Clean. Stanhome. (Silver cleaner) Label. © 5Dec50; KK57607.

Skin Glo hand cleaner. Stanhome. Label. © 19Dec50; KK60420.

Stanhome. The Stanley Hostess Party. [Fan] (Household products) Device. © 7Jun51; KK62662.

Stanhome ammoniated tooth paste. Label. (194) © 12Apr51; KK60554.

Stanhome ammoniated tooth paste. [Tube] Label. © 7Mar51; KK60722.

Stanhome Germ-Trol. (Disinfectant) Label. © 21Feb51; KK59420.

Stanhome Twenty-Three anti-perspirant and deodorant. [Bottle] Label. © 23Feb51; KK60721.

STANLEY HOME PRODUCTS, INC. © Cont'd.

Stanhome Unde Wash and Unde Washer make a wonderful team. (Liquid detergent and hand clothes washer) Folder. (Know your products) © 9Mar51; KK59949.

Stanley hostess party dividend gifts. (Household products) Folder. © 2Jan51; KK57101.

Stanley pressing cloth. Stanhome. Label. © 1Mar51 (in notice: 1950); KK59959.

Stanley Roto-Mop. Stanhome. (Dust mop) Label. © 8Dec50; KK60226.

Stanley 7-70-7 glue. Stanhome. Label. © 5Dec50; KK59421.

Tooth paste. Stanhome. [Carton] Label. (277) © 27Dec50; KK57268.

Tooth paste. Stanhome. [Tube] Label. © 27Dec50; KK57269.

STAR BRANDS PRODUCTS COMPANY, INC.

Drop 'n Toast delicious gold'n brown waffles. (Frozen waffles) Label. © Star Brands Products Co., inc. (in notice: Star Brands Products, inc.); 23Feb51; KK62510.

STAR MACHINE AND MANUFACTURING COMPANY ©.

Stop this with the new Star time-lock safe. Folder. © 31May50; KK57029.

STARK BROTHERS' NURSERIES AND ORCHARDS COMPANY ©.

Stark Tre-Pep. (Tree & plant food) Label. © 26Feb51; KK59772.

STATE House Sterling Division, Home Decorators, inc. SEE Home Decorators, inc. State House Sterling Division.

STATE LINE SERVICE, INC. ©.

Keepocket clips. [Card for holding twelve metal clips] Card. © 7May51; KK61798.

Valuable booklet showing many uses of Keepocket clips. Folder. (Metal clip) © 7May51; KK62460.

STEPHENSON, Robert Mathew, d.b.a. Stephenson Air Brush Paint Company. SEE Stephenson Air Brush Paint Company.

STEPHENSON AIR BRUSH PAINT COMPANY.

Perma-Dri, proven by test to be best. (Paints) Folder. © Robert Mathew Stephenson, d.b.a. Stephenson Air Brush Paint Co.; 28Mar51; KK60393.

STERN, ALICE WAGNER.

Fun bonnets. (Party hats) Sheet. © Alice Wagner Stern (in notice: Alice Wagner); 16Nov50; KK58396.

STERN (EDWARD) AND COMPANY, INC. ©.

Athletics home games baseball schedule. Ballantine ale & beer. Card. © 20Apr51; KK61010.

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Universal Genève. Your money's worth in a fine watch. [From Jewelry, Mar. 1951, p. 75] Sheet. © The Henri Stern Watch Agency, inc. Universal Genève Division; 1Mar51; KK59742.

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STICKLEY, HAZEL O'NEAL ©.

Virginia the "Lucky Lady" doll. (Novelty doll for the Virginia state) Card. © 23Apr51; KK61944.

STOFFEL SEALS CORPORATION ©.

It pays to brand your cheese. Stoffel cheese seal-tag. Sheet. © 1Mar51; KK59745.

STONE, N. G., Melvin J. Gordon and S. Z. Gordon, d.b.a. Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

STONECIPHER, W. L. ©.

Vita Tone hair preserver. Label. © 28Mar51; KK61253.

STOP AND SHOP, INC. ©.

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STOW MANUFACTURING COMPANY ©.

Stow vibrators and screeds. 8 p. (Bull. no. 511) © 20Mar51; KK60258.

STREET (R. R.) AND COMPANY, INC. ©.

New Blendsol; America's favorite filter soap. Label. © 1Feb51; KK61512.

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Re Umberto. French dressing mix. Label. © 8Jan51; KK58708.

STROMBECK-BECKER MANUFACTURING COMPANY ©.

Lockheed F94 jet fighter. (Model airplane assembly kit) Sheet. © 13Feb51 (in notice: 1950); KK59628.

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Again a new Studebaker is the talk of America. Studebaker's great new V-8 Commander. [From the Saturday evening post, Feb. 10, 1951, p. 51] (Motor cars) Sheet. © The Studebaker Corp.; 7Feb51; KK58407.

A money-saving marvel of a truck every way. Studebaker. [From the Saturday evening post, Apr. 21, 1951, p. 8] Sheet. © The Studebaker Corp.; 18Apr51; KK61171.

New Studebaker Commander V-8; a new type of V-8, a 120-horsepower driving thrill, trim, sleek, easy to handle, needs no premium fuel. [From Official program, Indianapolis Motor Speedway Corp., May 30, 1951, p. 33] (Motor cars) Sheet. © The Studebaker Corp.; 30May51; KK62382.

New Studebaker Commander V-8. The eight to buy ... [From Life, June 11, 1951, p. 2 of cover] (Motor cars) Sheet. © The Studebaker Corp.; 7Jun51; KK62665.

Studebaker dealers offer America's car owners the kind of transportation insurance that's always timely. [From Automotive news, Feb. 26, 1951, p. 5] (Passenger cars) Sheet. © The Studebaker Corp.; 26Feb51; KK58797.

A Studebaker truck is a stand-out money saver. [From Country gentleman, Feb. 1951, p. 37] Sheet. © The Studebaker Corp.; 31Jan51; KK58522.

Studebaker's great new Commander V-8. [From Life, Mar. 19, 1951, p. 2 of cover] (Automobiles) Sheet. © The Studebaker Corp.; 16Mar51; KK59593.

Top value of the top 4 in the lowest price field. Studebaker. [From Life, Feb. 5, 1951, inside front cover] (Motor car) Sheet. © The Studebaker Corp.; 1Feb51; KK58199.

Top value of the top 4 lowest price cars, Studebaker Champion. [From Saturday evening post, June 2, 1951, p. 52] Sheet. © The Studebaker Corp.; 31May51; KK62324.

SUCHY, ARTHUR BARTHOLOMEW ©.

How to properly handle and serve Miller High Life beer. Poster. © 17Mar51; KK60188.

SUDBURY BRASS GOODS COMPANY ©.

Sudbury church worship aids, appropriate memorials that render service to the living. 8 p. (34) © 15Jan51; KK57610.

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Mangoes; fruit of the Maharajas. Folder. © 2Apr51; KK62319.

SUNBEAM CORPORATION ©.

For her, Sunbeam Automatic Mixmaster with all these advantages. [From Saturday evening post, Dec. 16, 1950, p. 76] Sheet. (N323) © 13Dec50; KK58272.

For him, Sunbeam Shavemaster, America's fastest selling electric shaver. [From Saturday evening post, Dec. 16, 1950, p. 77] Sheet. (R117N) © 13Dec50; KK58273.

Now, the new Sunbeam Model 10 Automatic Mixmaster. [From Saturday evening post, Jan. 20, 1951, p. 80] Sheet. (N327) © 17Jan51; KK58274.

Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee every time. [From Life, Nov. 27, 1950, p. 12] (Electric coffee maker) Sheet. (N321) © 24Nov50; KK58517.

Sunbeam Radiant Control toaster, automatic beyond belief. [From the Saturday evening post, Nov. 18, 1950, p. 77] Sheet. © 15Nov50; KK58516.

SUNLAND LABORATORIES.

Trio germicidal shampoo contains G-4. (Cosmetic shampoo) Label. © Sunland Laboratories (Ed Kantor & Fred Haselhorst); 10Apr51; KK61006.

SUNSHINE VITAMIN COMPANY.

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Advertising-promotion service. (Food) Pamphlet.
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Advertising-promotion service. (Food) Pamphlet.
June 1951. © 16May51; KK62234.
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SUPERBA CRAVATS, INC. ©.

Gay-Air, cool under your collar! [From Men's reporter news weekly, Jan. 1, 1951] (Neckties) Sheet. © 1Jan51; KK57056.

SUPPIGER (G. S.) COMPANY.

Brooks Mexican style chili hot brown beans. Label. © The G. S. Suppiger Co.; 11Apr51; KK61568.

SUPREME KNITWEAR COMPANY ©.

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SURPLUS AUTOMOTIVE COMPANY ©.

Announcing our new rebuilding services. (Diesel engine parts) Folder. © 2Jan51; KK58550.

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[Eggs] Label.

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Powell's grade A large (Design 71) © 1May51; KK61844.

Richer's farm fresh (Design 68) © 1May51; KK61845.

Smith's fresh candled grade AA (Design 69) © 1May51; KK61843.

Swin's fresh grade AA (Design 67) © 1May51; KK61846.

Holiday Snow Balls. (Food product) Label. (570) © 5Dec50; KK58255.

SWANN (DAMON J.) ADVERTISING AGENCY ©.

Meet Dixie Thrifty! (Foods and food products) Sheet. © 21Sep50; KK57940.

SWEET-ORR AND COMPANY, INC. ©.

The trademark that lives, Sweet-Orr. [From Saturday evening post, Apr. 14, 1951, p. 120] (Working clothing) Sheet. © 9Apr51; KK60863.

SWIFT AND COMPANY ©.

Proper handling of meat. [Store tested sales plan] (Meat) 21 p. (700) © 26Feb51; KK61386.

SWISS FEDERATION OF WATCH MANUFACTURERS ©.

He's a specialist in pleasant surprises. [From Life, Apr. 9, 1951, p. 103] (Swiss watches) Sheet. © 6Apr51; KK60680.

No gift so unforgettable as a fine Swiss watch. Time is the art of the Swiss. [From Life, May 14, 1951, p. 146] Sheet. (32) © 11May51; KK61877.

Time is the art of the Swiss. No gift so unique as a fine Swiss watch. [From Life, Mar. 5, 1951, p. 73] Sheet. (30) © 2Mar51; KK59228.

Time is the art of the Swiss, no prouder gift than a fine Swiss watch. Sheet. © 26Jan51; KK58113.

What makes it tick? (Watches) Sheet. © 19Mar51; KK60052.

SYNTHETIC NITROGEN PRODUCTS CORPORATION ©.

Cotton and more cotton; the perfect topdresser, Cal-Nitro. (Nitrogen fertilizer compound) Folder. © 5Feb51; KK59555.

T

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Yes, Tag-A-Tune sells diamonds. (Advertising service) Sheet. © 1Jan51; KK58395.

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Dairymen's health color book. (Milk) Pamphlet. (Vol. 1) © 10Oct50; KK57381.

TAPE, INC. ©.

Tru-Test gummed tape. [Symbolic letter: T] Label. © 21Mar49; KK59981.

TASTY BAKING COMPANY ©.

Tastykake. (Cake) Poster. © 15Apr51; KK60993.

Tastykake; favorite course. (Cake) Poster. (139) © 15Mar51; KK60064.

Tastykake goes down fast. (Cake) Poster. (138) © 15Feb51; KK59111.

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TAUBMAN (SAMUEL), INC. ©.

Identify your clothing today, with this laundry marking pen. Label. © 1Mar51; KK61847.

Laundry marking pen; black indelible ink. Card. © 1Mar51; KK62407.

TAVERN RESTAURANT.

The Tavern Restaurant [menu] (Food) Folder. © The Tavern Restaurant; 25May51; KK62994.

TAYLOR (THOMAS) AND SONS ©.

Fashionable gentlemen trod the decks of the famous old river boats ... Shugor. [From Boot and shoe recorder, Jan. 15, 1951, p. 44] (Shoe goring) Sheet. © 15Jan51; KK58225.

For four generations men have looked to Shugor ... [From Creative footwear, Jan. 1951, p. 8] (Shoe goring) Sheet. © 19Jan51; KK58226.

High-style comes easy with Shugor. [From American shoemaking, Feb. 28, 1951, p. 4 of cover] (Shoe goring) Sheet. © 28Feb51; KK59952.

Low heel, high style and perfect fit with Shugor. [From American shoemaking, Mar. 21, 1951, p. 1] (Shoe goring) Sheet. © 21Mar51; KK59953.

Read what America's great magazines say about men's gored oxfords. [From Creative footwear, May 1951, p. 26] (Shoe goring) Sheet. © 4May51; KK62181.

Shugor; the acquisition of this streamlined plant doubles our productive capacity. [Cherry Street plant. From Leather and shoes, May 19, 1951, p. 48, back cover] (Shoe goring) Sheet. © 19May51; KK62180.

Shugor widens the horizon of styling. [From Creative footwear, Feb. 1951, p. 4] (Shoe goring) Sheet. © 9Feb51; KK59211.

Stripping makes them beautiful, Shugor makes them possible. [From Boot and shoe recorder, Feb. 15, 1951, p. 10] (Shoe goring) Sheet. © 15Feb51; KK59212.

You've gotta admit it. Men love 'em. Tie-less shoes fitted with Shugor. [From Boot and shoe recorder, Dec. 15, 1950, p. 26] (Shoe goring) Sheet. © 15Dec50; KK57168.

TAYLOR AND SLEDD, INC. ©.

Pocahontas little princess sweet peas. Label. © 7Jul50; KK58306.

TAYLOR FORGE AND PIPE WORKS ©.

Taylor Forge ASA forged steel flanges. Taylor Forge seamless welding fittings. Card. © 19Jan51 (in notice: 1950); KK57739.

Taylor Spiral-Weld pipe. Bulletin no. 506. 11 p. © 1Dec50; KK58041.

TAYSTEE BAKING COMPANY ©.

The family loaf Taystee bread. Label. © 23Jun51; KK61756.

TEMPLE, WALTER LYLE ©.

You're paying for it anyway ... Marine Rexair. (Air conditioner and humidifier) Sheet. © 5Dec50; KK57455.

TENNESSEE EGG COMPANY ©.

Sweet Georgia Brand chicken. (Dressed poultry) Label. © 15Jan50; KK62866.

TERRE HAUTE BREWING COMPANY, INC. ©.

The beer that always tastes like a million. Champagne Velvet. [From Commercial appeal, Memphis, Apr. 19, 1951, p. 33] Sheet. © 19Apr51; KK61552.

Drink the beer that tastes like a million. Champagne Velvet. [From Commercial appeal, Memphis, May 8, 1951, p. 10] Sheet. © 8May51; KK62191.

Enjoy it today, this famous beer that tastes like $1,000,000, with no bitter memories to mar it ... Champagne Velvet, the beer with the million dollar flavor. [From Commercial appeal, Memphis, May 2, 1951, p. 27] Sheet. © 2May51; KK62193.

For the beer that tastes like a million. Champagne Velvet. [From Pontiac daily press, Pontiac, Mich., Mar. 26, 1951, p. 16] (Beer) Sheet. © 26Mar51; KK60963.

Guaranteed to taste like million! Champagne Velvet. [From Pontiac daily press, Pontiac, Mich., Apr. 11, 1951, p. 18] (Beer) © 11Apr51; KK60964.

No bitter memories in the beer that tastes like a million, so delicious the flavor's insured for $1,000,000 ... Champagne Velvet, the beer with the million dollar flavor. [From Commercial appeal, Memphis, May 15, 1951, p. 23] Sheet. © 15May51; KK62192.

This beer tastes so good its flavor is insured for $1,000,000! Champagne Velvet. [From Indianapolis star news, Apr. 10, 1951, p. 25] Sheet. © 10Apr51; KK60965.

You'll like the beer that tastes like a million dollars. Champagne Velvet. [From the Commercial appeal, Memphis, Apr. 24, 1951, p. 15] Sheet. © 24Apr51; KK61553.

TEXTILE MARKING MACHINE COMPANY, INC. ©.

Drycleaners, save time and money, avoid errors. Make your own tags ... with a Tag-O-Matic marking machine. [From American drycleaner, Dec. 1950, p. 46-47] Sheet. © 5Dec50; KK57189.

Feed-a-Tag precision stapling machine. Sheet. (F-T-S) © 15Jan51; KK58897.

Lot system Tag-o-matic marking machine for laundries and dry cleaning. Sheet. (LS-T-O-M) © 15Jan51; KK58898.

TEXTILEATHER CORPORATION ©.

Furniture profits are clearer and clearer when the upholstery is Tolex plastic leathercloth. Folder. © 21Feb51; KK59042.

Sell the best known plastic leathercloth in the luggage field. Tolex. Folder. © 22Feb51; KK59241.

The Textolite, published by Textileather Corporation. (Textileather) Pamphlet.

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Mar.-Apr. 1951. © 18Apr51; KK61078.

You hear it wherever you go. Tolex. (Plastic cloth) Folder. © 19Apr51; KK61077.

THOMPSON, ARTHUR R., d. b. a. Artco Company. SEE Artco Company.

THOMPSON PRODUCTS, INC. ©.

Albrook Air Force Base, Balboa, Canal Zone. Douglas C-54G Skymaster. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57666.

Clark Air Force Base, Angeles, Luzon, Philippine Islands. Douglas C-47 Skytrain. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57671.

Dhahran Airfield, Dhahran, Saudi Arabia. Boeing SB-17G Flying Fortress. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57672.

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Goose Bay Airport, Goose Bay, Labrador. Sikorsky H-5-H helicopter. (Aircraft products) Poster. © 22Dec50 (in notice: 1951); KK57665.

Haneda Air Base, Tokyo, Japan. Douglas R-5-D Skymaster. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57670.

Hickam Air Force Base, Honolulu, Hawaii. Boeing C-97A Stratofreighter. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57669.

Kelly Air Force Base, San Antonio, Texas. Fairchild C-119B Packet. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57667.

Kindley Air Force Base, St. George, St. David's, Bermuda. Boeing RB-29 Superfortress. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57675.

Lagens Field, Terceira, Azores. Douglas C-74 Globemaster 1. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57674.

MATS; USAF. [16-sheet wall calendar featuring operations of Military Air Transport Service] (Aircraft parts) Posters. © 22Dec50 (in notice: 1951); KK57677.

Rhein-Main Air Base, Frankfurt, Germany. Lockheed C-121-A Constellation. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57673.

Westover Air Force Base, Chicopee Falls, Massachusetts. Douglas C-124-A Globemaster II. (Aircraft parts) Poster. © 22Dec50 (in notice: 1951); KK57676.

THOR CORPORATION ©.

Compare it with any washer, at any price. Thor. [From McCalls, June 1951, p. 121] Sheet. © 23May51; KK62735.

Compare it with any washer at any price, see how only Thor gives you all 4. Thor Spinner-washer with Hydro Swirl action. [From Life, Apr. 2, 1951, p. 89] Sheet. © The Thor Corp.; 30Mar51; KK60192.

Only Thor gives you all 4. [From Good housekeeping, May 1951, p. 201] (Washing machines) Sheet. © 20Apr51; KK61179.

See it. Compare it. You'll buy it. 1951 Thor spinner washer. [From Life, Mar. 5, 1951, p. 7] Sheet. © 2Mar51; KK59318.

THOUGHTWAYS ©.

Join the Freeocrats ... read Action for democracy, by Nathaniel Maxwell. Label. © 30Mar51; KK60075.

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Papaya, the fruit of the angels. 3V Papaya syrup concentrate, 3V Papaya meat tenderizer. Folder. © Charles E. Eckel, d.b.a. Three Vee Co.; 10Mar51; KK59720.

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Do your patients know this? The human mouth is always infected. (Dental alloy) Folder. (LH-251) © 8Feb51; KK58509.

Here is your new reminder chart for dental hygienists. (Dental alloy) Folder. © 8Apr51; KK61278.

It can happen in your waiting room! (Dental alloy) Folder. © 8Mar51; KK61277.

Mrs. Randoll wears a denture. (Dental alloy) Folder. © 8May51; KK62561.

This may shock your patients. (Dental alloy) Folder. (LH-151) © 8Jan51; KK57597.

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Know your legal rights; the answers to 350 questions frequently asked the lawyer. (Books) Label. © 16May51; KK62231.

TIME, INC. ©.

Foes at heart, friends in need. Life. [From New York herald tribune, Oct. 27, 1950, p. 13] (Magazine) Sheet. (676) © 27Oct50; KK59849.

From a Korea dispatch by Life's John Osborne. [From New York herald tribune, Aug. 17, 1950, p. 34] (Life magazine) Sheet. (652) © 17Aug50; KK59846.

What happens when Life hits Denver? [From New York herald tribune, Oct. 10, 1950, p. 14-15] (Magazine) Sheet. (662) © 10Oct50; KK59848.

What happens when Life hits Seattle? [From the New York times, Nov. 17, 1950, p. 20-21] (Magazine) Sheet. (688) © 17Nov50; KK59850.

Winston Churchill reveals how our Russian troubles began. Life. [From New York herald tribune, Oct. 20, 1950, p. 17] (Magazine) Sheet. (674) © 20Oct50; KK59847.

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Time Savers Hi-Speed pre-engineered rail fittings. Folder. © 15May50; KK57263.

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Balanced tailoring makes Timely clothes look better longer. A smart way to stay smart. [From the Saturday evening post, Mar. 10, 1951, p. 124] Sheet. © 10Mar51; KK59672.

Balanced tailoring makes Timely Clothes look better, longer, this summer and many more to come. [From Time, May 14, 1951, p. 38] (Men's clothing) Sheet. © 14May51; KK62170.

A long, long life-line. Balanced tailoring makes Timely clothes look better, longer. [From Esquire, Oct. 1950, p. 128] (Men's suits) Sheet. © 8Sep50; KK61706.

Many more happy birthdays. Balanced tailoring makes Times clothes look better, longer. [From Esquire, Nov. 1950, p. 47] (Men's suits) Sheet. © 6Oct50; KK61707.

Now you feel it, now you don't. Plateau. [From Time, Oct. 9, 1950, p. 11] (Men's coats) Sheet. © 5Oct50; KK61705.

A smart way to stay smart. Timely clothes. [From Esquire, Apr. 1951, p. 2 of cover] Sheet. © 9Mar51; KK59673.

This summer and many more to come. Balanced tailoring makes Timely Clothes look better, longer. [From Esquire, June 1951, p. 23] (Men's clothing) Sheet. © 9May51; KK62171.

You don't feel weight, you just feel wonderful in Plateau. Balanced tailoring makes Timely Clothes look better, longer. [From the Saturday evening post, Apr. 14, 1951, p. 119] (Men's suits) Sheet. © 11Apr51; KK60587.

You don't feel weight, you just feel wonderful in Plateau, the suit with the weightless feel, exclusive with Timely Clothes. [From Esquire, May 1951, p. 103] (Men's clothing) Sheet. © 6Apr51; KK60583.

TIMEUS, Lawrence G. & Helen Molnar, operating under trade name of Gro-Wel Co. SEE Gro-Wel Co.

TIMKEN ROLLER BEARING COMPANY.

Authorized distributor net price list; Timken tapered roller bearings. 11 p. (Schedule no. 50-2-A, effective Oct. 9, 1950) © The Timken Roller Bearing Co.; 2Nov50; KK57503.

Authorized jobber net price list; Timken tapered roller bearings. 11 p. (Schedule no. 50-3-A, effective Oct. 9, 1950) © The Timken Roller Bearing Co.; 2Nov50; KK57502.

Let's take a trip where the sky is the limit. Timken. [From Saturday evening post, Feb. 10, 1951] (Bearings) Sheet. © The Timken Roller Bearing Co.; 10Feb51; KK59415.

List prices; Timken tapered roller bearings. 11 p. (Schedule no. 50-9-A, effective Oct. 9, 1950) © The Timken Roller Bearing Co.; 25Oct50; KK57504.

List prices, Timken tapered roller bearings. Schedule no. 50-1-A. 11 p. © The Timken Roller Bearing Co.; 27Oct50; KK57721.

Look what the name-trains have done to make travel fun. Timken. [From Saturday evening post, Jan. 20, 1951, p. 8-9] (Bearings) Sheet. © The Timken Roller Bearing Co.; 20Jan51; KK59416.

Pin story with a special point. Timken. [From Business week, Feb. 24, 1951] (Steel) Sheet. © The Timken Roller Bearing Co.; 24Feb51; KK59414.

Steel that saves bread-bakers money by the roll. Timken fine alloy steel and seamless tubes. [From Newsweek, Apr. 30, 1951] Sheet. © The Timken Roller Bearing Co.; 30Apr51; KK61799.

Suggested net resale prices for industrial replacement bearings ... Schedule no. 50-8A, effective October 9, 1950. 15 p. © The Timken Roller Bearing Co.; 15Nov50; KK57626.

Suggested net resale prices for industrial replacement bearings, extended to business firms operating machinery equipped with Timken tapered roller bearings. 15 p. (Schedule no. 50-4-A, effective Oct. 9, 1950) © The Timken Roller Bearing Co.; 10Nov50; KK57505.

Suggested net resale prices for large fleet, state, county and municipal government; Timken tapered roller bearings. 11 p. (Schedule no. 50-5-A, effective Oct. 9, 1950) © The Timken Roller Bearing Co.; 2Nov50; KK57501.

A trip with the stars where you're one too. Now meet the railroads' new star "Roller Freight". Timken tapered roller bearings. [From the Saturday evening post, May 12, 1951] Sheet. © The Timken Roller Bearing Co.; 12May51; KK61828.

What's the greatest wonder of the 20th century? What's the next great step in railroading? Timken tapered roller bearings. [From the Saturday evening post, Mar. 17, 1951, p. 127] Sheet. © The Timken Roller Bearing Co.; 17Mar51; KK60830.

You can be a star for a night on this Broadway. Now here's the next great step in railroading. Timken tapered roller bearings. [From the Saturday evening post, Apr. 14, 1951] Sheet. © The Timken Roller Bearing Co.; 14Apr51; KK60831.

Zephyr makes breeze of 2,537 mile trip. Timken. [From Saturday evening post, June 9, 1951] (Roller bearings) Sheet. © The Timken Roller Bearing Co.; 9Jun51; KK62724.

TITAN MUSIC PUBLISHING COMPANY. Titan records. Label. © Arthur Ernest Smyth, sole owner, Titan Music Publishing Co.; 2Mar51; KK59406.

TOASTMASTER Products Division, McGraw Electric Company. SEE McGraw Electric Company. Toastmaster Products Division.

TOBACCO BY-PRODUCTS AND CHEMICAL CORPORATION ©.

Black Leaf peanut dust no. 4 (90-0-10) (A sulphur-DDT dust especially formulated for use on peanuts for the control of leafspot and leafhoppers) Label. (Form 0985) © 2May51; KK61827.

Black Leaf peanut dust no. 7. (A sulphur-copper dust formulated especially for use on peanuts for the control of leafspot) Label. (Form 0986) © 2May51; KK61826.

TOLEDO STEEL PRODUCTS COMPANY. The new Toledobilt replacement engine program. [From Motor, Dec. 1950, p. 63] (Automobile parts) Sheet. © The Toledo Steel Products Co.; 15Dec50; KK59199.

TOM-CAT PRODUCTS COMPANY. Tom-Cat; warfarin ready-bait kills rats & mice. Label. © Lucian L. Spellings, d.b.a. Tom-Cat Products Co.; 7Feb51; KK59206.

TOMPKINS' LABEL SERVICE ©. Acme Markets pressed ham. [Picture-pak] Label. © 5Feb51; KK58234.

TONI Company Division, Gillette Safety Razor Company. SEE Gillette Safety Razor Company. Toni Company Division.

TOWMOTOR CORPORATION ©. Handling materials illustrated. (Electric pallet truck) Pamphlet. Feb. 1951. © 25Jan51; KK59527.

TOY GUIDANCE COUNCIL, INC. ©.

1942, the right toy for the right age. 47 p. © 1Oct42; KK58890.

1943, the right toy for the right age. 47 p. © 1Oct43; KK58889.

The toy yearbook, Nineteen forty-five -Nineteen forty-six. 46 p. © 1Oct45; KK58888.

TRADER VIC'S FOOD PRODUCTS, INC. ©.

Trader Vic's jasmine tea. Label. © 13Mar51; KK60723.

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TRAFFIC HOUSE, INC. ©. Speed-watch. Card. © 19Mar51; KK60002.

TRAINED INSURANCE SPECIALISTS ©. Trained Insurance Specialists. TIS. [Initials on shield background. From New Orleans states, Mar. 9, 1951, p. 3] Sheet. © 9Mar51; KK59913.

TRANSPARENT SHADE COMPANY ©. Get your display windows out from behind the 8-ball, with Infra-Chem transparent shades. [From Boot & shoe recorder, Feb. 1, 1950] Sheet. © 1Feb50; KK62523.

TRAUTMAN, RAY ©.

Plastic fibre suction socket. (Artificial limbs) Sheet. © 20Dec50 (in notice: 1951); KK57954.

See-8 resin, a bakelite product; procedure manual. (Artificial limbs) Folder. © 18Dec50 (in notice: 1951); KK57953.

Suction socket; your choice of control. (Artificial limbs) Sheet. © 21Mar51; KK59778.

TREMCO MANUFACTURING COMPANY.

Solving roof problems. [Catalog] (Treatment of roofs and roof repairs) 32 p. © The Tremco Manufacturing Co.; 6May49; KK60667.

Your next paint job. [Catalog] (Interior paint) 16 p. © The Tremco Manufacturing Co.; 24Feb50; KK60666.

TRICO PRODUCTS CORPORATION ©. Match 500 motors with these 2 new Trico motors. [From Southern automotive journal, Dec. 1949, p. 37] (Windshield wiping equipment) Sheet. © 15Nov49; KK57630.

TRIMFOOT COMPANY. Professional Research Products Division ©.

Announcing to retailers for the first time: The Morton principle. Compensating insoles. (Shoe appliance) Folder. © 25Jan51; KK58707.

Announcing to shoe retailers for the first time. Compensating insoles, Morton principle. Folder. © 30Mar51; KK60095.

TRIPPY, S. P. & P. Costa, Ryolin Fur Division, inc. SEE Ryolin Fur Division.

TRIUMPH HOSIERY MILLS, INC. ©. Extra! Triumph's sensational new heel, set with flashing, diamond-brilliant rhinestones, Diamondlites. [From Hosiery and underwear review, June 1951, p. 23] (Women's hosiery) Sheet. © 5Jun51; KK62882.

TROOPER TEXTILE COMPANY ©. 3 down, one to go. Shoot the pants off Joe. (Novelty pantie) Sheet. © 20Feb51; KK59144.

TROPICRAFT, INC. ©. Facts about Woven-Wood; original fabrics for contemporary interiors. (Drapery fabrics) Folder. © 1May51; KK62813.

TRUE, THE MAN'S MAGAZINE. True's 1950 liquor report. (Magazine) 22 p. © True, the man's magazine, Fawcett Publications, inc.; 26Feb51; KK59988.

TRUVAL Manufacturers, inc., Division, Publix Shirt Corporation. SEE Publix Shirt Corporation. TruVal Manufacturers, inc. Division.

TUBE TURNS, INC. ©. Pipe and fitting materials. (Pipe fittings) Folder. (TT217R-5-1050) © 27Nov50; KK57332.

TUCKER, T. G. Jewel's chili tacos, the tang of the West. KK59941. SEE Williams, Jewel Tucker.

TUPPER CORPORATION ©.

Tupperware. (Plastic tableware) Sheet.

Bread server of Poly-T. © 17Jan51; KK59302.

Butter dish of Poly-T. © 15Jan51; KK59306.

Cereal bowl set of Poly-T. © 15Jan51; KK59304.

50 oz. canister of Poly-T. © 18Jan51; KK59300.

Sauce dishes of Poly-T. © 15Jan51; KK59305.

Tumblers of Poly-T. © 18Jan51; KK59301.

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TWIN CITY FISHERMEN'S COOPERATIVE ASSN., INC. ©.

Louisiana brand frozen fresh headless shrimp. Label. © 28Jun50; KK57206.

Texas brand frozen fresh headless shrimp. Label. © 15Dec50; KK57207.

TYNDALL, George, t.a. Wythe Supply Company. SEE Wythe Supply Company.

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ULMER PHARMACAL COMPANY ©.

Alprine Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60180.

Bu-Lax Ulmer, bulk laxative tablet. [File card] (Pharmaceutical) Card. © 1Mar51; KK60178.

Co-Lu-Gel Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60183.

Hematovals Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60182.

Pain. Symptomatic relief, quickly. Alprine Ulmer. (Pharmaceutical) Folder. © 1Mar51; KK60177.

Panasal Ulmer. (Pharmaceutical) Pamphlet. © 24Jan51; KK60430.

Tar creams Ulmer. Ul-Tar. Va-Tar A and Va-Tar B. Ultarzole. Sal-Su-Tar. [File card] (Pharmaceutical) Card. © 1Mar51; KK60179.

Tokols Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60184.

Ulvical Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60181.

Vitamin B_{12} crystalline Ulmer. [File card] (Pharmaceutical) Card. © 1Mar51; KK60185.

Vitamin products Ulmer. Tokols. Nudox. Super Ulex. Da-Li-Kaps. Ulvical. [File card] (Pharmaceutical) Card. © 1Mar51; KK60186.

ULRICH MANUFACTURING COMPANY ©. For the first time in hydraulics. (Hose couplings) Folder. © 17Jan51; KK57645.

ULRICH PRODUCTS CORPORATION ©. DoMor elevating grader attachment for Caterpillar motor graders. Folder. (D101) © 30Dec50; KK57055.

UNCIANO, Dorothy L. and Zacarias F., co-owners, Unciano International Company, ltd. SEE Unciano International Company, ltd.

UNCIANO, Zacarias F. and Dorothy L., co-owners, Unciano International Company, ltd. SEE Unciano International Company, ltd.

UNCIANO INTERNATIONAL COMPANY, LTD. Unciano Food Products Company Division.

Pratra California sardines. Label. © Unciano Food Products Co., division of Unciano International Co., ltd., Dorothy L. & Zacarias F. Unciano, co-owners; 10Jan51; KK60773.

UNDERWOOD CORPORATION ©.

The amazingly productive Underwood all electric typewriter. Folder. (UTD 201) © 7Sep50; KK59352.

Another dealer says Underwood Sundstrand will pay for itself in 18 months. [From Automotive news, Nov. 27, 1950] (Accounting machines) Sheet. (D8708) © 27Oct50; KK59255.

An asset to our company. Underwood Sundstrand Cycle billing. (Accounting machines) Sheet. © 2Feb51; KK59252.

Beautiful, but in this new Underwood beauty is more than skin deep. Underwood all-electric typewriter. 11 p. © 20Mar51 (in notice: 1950); KK62804.

Businessmen, don't take just our opinion. Take the word of fortunate secretaries now using the Underwood all electric typewriter. [From Wall Street journal, Dec. 13, 1950] Sheet. (D-9166) © 17Nov50; KK59258.

Chicago Pontiac dealer hails new Underwood Sundstrand auto accounting machine and system. Sheet. © 3Mar51; KK62445.

Complete records need not be costly. Underwood Elliott Fisher accounting machine. [From Business week, Nov. 18, 1950] Sheet. (D-8712) © 10Nov50; KK58863.

Designed to save time for the typist. Simple Underwood design ... (Typewriters) Sheet. © 5Feb51; KK61450.

Designed to save time for the typist. Underwood. (Typewriters) Sheet. © 5Mar51; KK61449.

Figure fast, accurately, inexpensively with this Underwood Sundstrand adding machine. Sheet. © 12Feb51; KK61446.

Follow the leader, for all electric typing perfection. (Typewriters) Sheet. © 10Nov50; KK59257.

4 years at Foley's and Underwood Sundstrand cycle billing gains more favor every day. [From Stores, Feb. 1951] (Accounting machines) Sheet. (D-8734) © 12Jan51; KK58862.

Good news for credit unions. 3 Sundstrand accounting machines. [From Bridge, Apr. 1951] Sheet. © 5Mar51; KK61447.

His is an $8,000 smile. (Accounting machines) Sheet. © 27Apr51; KK62451.

Important announcement to executives; the new Underwood Sundstrand model "E", all purpose, low-cost accounting machine. Sheet. © 19Mar51; KK62446.

Improve office efficiency with All Electric typing. [From Architectural record, Dec. 1950] Sheet. (D-7584SS) © 17Nov50; KK58864.

It's here ... the new Underwood Sundstrand for posting accounts receivable, double originals. (Accounting machines) Sheet. © 14Apr51; KK62450.

Machine has cut our billing costs considerably, minimized our errors. Underwood Sundstrand utility billing machine. Sheet. © 16Oct50; KK57489.

Nylon gives typing sheer beauty, too. Underwood Corporation Nylon Ribbons. [From Geyer's topics, Nov. 1950] Sheet. (D-8275S) © 20Oct50; KK58866.

Office of the year. Underwood Sundstrand adding-figuring machines. Sheet. © 19Feb51; KK61451.

The outstanding reasons for our choice were the speed and simplicity, and so another progressive community begins to save with Sundstrand. (Accounting machines) Sheet. © 19Mar51; KK62447.

Prominent Chrysler-Plymouth dealer turns salesman for Underwood Sundstrand accounting machine and system. Sheet. © 21May51; KK63118.

San Francisco Bay area merchants acclaim Underwood Sundstrand Cycle billing machines. Sheet. © 17Nov50; KK59256.

Simplest easiest fastest most automatic, that's why, when it comes to cycle billing, it pays to use Underwood Sundstrand, cycle billing leader of the world. (Accounting machines) Sheet. © 27Apr51; KK62448.

6,000,000 pairs of hands. See Set margins and scales. Underwood Rhythm Touch deluxe. (Typewriters) Sheet. © 26Feb51; KK61452.

Step up profits with Underwood's step up line. (Typewriters and accounting machines) Sheet. © 23Apr51; KK63116.

Take a tip from the girls. Underwood Corporation Hecto sets and Hecto carbons. Sheet. © 19Mar51; KK61445.

Teach students to make a good impression. Underwood. (Typewriters) Sheet. © 19Feb51; KK61448.

There's economy in all electric typing. Underwood all electric. (Typewriters) Sheet. © 17Nov50; KK59253.

These 10 keys open the way to greater posting efficiency. Underwood Sundstrand bank model accounting machine. Sheet. © 2Feb51; KK59254.

$20,000 operating reduction and a $3,000,000 volume increase. (Accounting machines) Sheet. © 4Jun51; KK63117.

You'll find the best of everything at Hess Brothers, and the best of everything includes Underwood Sundstrand cycle billing machines. Sheet. © 20Apr51; KK62449.

Your customers can cut ribbon changes in half. Manifoldo Silk Ribbon. [From Office appliances, Nov. 1950] (Typewriter ribbon) Sheet. (D-8274A) © 27Oct50; KK58865.

UNION CARBIDE AND CARBON CORPORATION ©.

Electromet ferro-alloys and metals price list, effective November 10, 1950. 23 p. (F-6920D) © 4Jan51; KK59450.

Hello, and welcome to the large family of users of Pyrofax gas. 12 p. (F-7722) © 26Jan51; KK60217.

UNION PHARMACEUTICAL COMPANY, INC. ©.

A frank statement on a delicate subject: constipation. Saraka. [From the Boston herald, Mass., Feb. 20, 1951, p. 7] Sheet. © 20Feb51; KK60126.

How to learn to live again. Saraka. [From the New York times, Feb. 20, 1951, p. 17] (Laxative) Sheet. © 20Feb51; KK60129.

UNION SPECIAL MACHINE COMPANY ©.

Class 41300 pedestal mounted hosiery seamers. (Industrial sewing machines) Sheet. © 30Apr51; KK61429.

Union Special introduces two new lockstitch machines, class 61800, class 62200. (Industrial sewing machines) Sheet. © 30Apr51; KK61428.

UNION TRUST COMPANY OF MARYLAND ©.

Saf-T-Way check stub. (Check) Label. © 20Nov50; KK57348.

UNIQUE BALANCE COMPANY, INC. ©.

In perfect balance. The perfect sash balance. [Tight-wire artist. From Practical builder, Mar. 1951, p. 163] Sheet. © 1Mar51; KK61977.

In perfect balance. Unique. [Diving girl. From Practical builder, May 1, 1951, p. 160] (Sash balances) Sheet. © 1May51; KK62325.

In perfect balance; Unique is the perfect sash balance for double hung windows. [Ballerina. From Practical builder, Feb. 1, 1951, p. 65] Sheet. © 1Feb51; KK58646.

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USHLER, John.

Magic island. KK61237. SEE Paul, Thomas Stevens.

V

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Magnetic amplifier design handbook. [Rev. ed. SOD] Pamphlet. (2000) © 17Nov50; KK60576.

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The easiest way to make ends meet. [From World oil] (Pipe couplings and fittings) © 25Jan51; KK58991.

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W

WAGNER, Alice. SEE Stern, Alice (Wagner)

WAGNER, ERICH, and Henry J. Bierig, composing the firm of Master Bronze Powder Company. SEE Master Bronze Powder Company.

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The Waite program for the treatment of obesity. (Tablets; prescription items) Folder. © 10May51; KK61910.

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Look ahead to loveliness; save now on these beauty buys. [From Chicago Sunday tribune, Jan. 18, 1951, pt. 1, p. 13] (Drugs and cosmetics) Sheet. © 18Jan51; KK58458.

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America's favorite line of stainless steel outdoor cooking equipment. [From Retailing daily, Jan. 15, 1951, p. 70] Sheet. © The Washburn Co.; 15Jan51; KK62032.

America's favorite line of stainless steel outdoor cooking equipment. [From Southern hardware, Feb. 1951, p. 93] Sheet. © The Washburn Co.; 5Feb51; KK62030.

Androok bicycle baskets have carried the load more than 40 years. [From Bicycle journal, Aug. 1950, p. 8] (Hardware and housewares) Sheet. (641) © The Washburn Co.; 10Aug50; KK58703.

Bicycle baskets have carried the load more than 40 years. Androck. [From American bicyclist and motorcyclist, July 1950, p. 11] © The Washburn Co.; 15Jul50; KK57855.

Big, rugged, level-carrying delivery bicycle basket. Androck. [From American bicyclist and motorcyclist, May 1950, p. 11] Sheet. © The Washburn Co.; 15May50; KK57854.

Housewares. Price list no. K-13. Jan. 1, 1951. Folder. © The Washburn Co.; 4Jan51; KK62033.

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Sil-i-kleen; car wax polish. Label. © 16Feb51 (in notice: 1950); KK59175.

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Sheer as atmosphere. Belle-Sharmeer. [From Vogue, June 1951, p. 45] (Hosiery) Sheet. © 1Jun51; KK62323.

Stockings were never more beautiful; Belle Sharmeer. [From Vogue, Feb. 1, 1951, p. 42] (Hosiery) Sheet. © 1Feb51; KK58660.

You'll love the luxury of Belle-Sharmeer stockings in your own leg-size. [From Harper's bazaar, May 1951, p. 32] Sheet. © 1May51; KK62418.

Your legs are lovelier in Belle Sharmeer leg-size stockings. [From Harper's bazaar, Mar. 1951, p. 38] Sheet. © 1Mar51; KK59480.

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Here's to greater enjoyment of your new Weber Costello world globe. Pamphlet. © 26Mar51; KK60081.

WECO PRODUCTS COMPANY ©.

Dries wringer dry between brushings. [From Life, Mar. 26, 1951, p. 8] (Toothbrushes) Sheet. © 23Mar51; KK60533.

800-bristle attack on tooth decay. [From Life, Jan. 22, 1951, p. 12] (Toothbrushes) Sheet. © 19Jan51; KK60531.

Its bristles don't come out. [From Life, Feb. 26, 1951, p. 10] (Toothbrushes) Sheet. © 23Feb51; KK60532.

New facts on Miracle-Tuft. Precision-balanced, all ways to fit and feel comfortable in your mouth, to make toothbrushing easy and thorough. [From Life, May 14, 1951, p. 96] (Toothbrush) Sheet. © 11May51; KK62201.

New facts on Miracle-Tuft, world's most widely-travelled brush by far. [From Life magazine, June 11, 1951, p. 4] (Toothbrush) Sheet. © The Weco Products Co.; 8Jun51; KK63064.

WEEKS, Howard and B. E. Alvord, d.b.a. Pet-Sol Company. SEE Pet-Sol Company.

WEIGHTAPE COMPANY.

Hunters WeighTape; weigh it on the spot. Compact estimator of deer weight ... Label. © The WeighTape Co.; 13Feb51 (in notice: 1950); KK58808.

WEISFIELD'S, INC. ©.

Mine-A-Diamond contest. (Diamonds) Sheet.

[From Oregon journal, Portland, Or., Nov. 15, 1950, p. 5] © 15Nov50; KK57365.

[From the Oregon journal, Portland, Or., Nov. 30, 1950, p. 3] © 30Nov50; KK57289.

[From Oregon journal, Portland, Jan. 2, 1951, p. 3] © 2Jan51 (in notice: 1950); KK58212.

[From the Oregon journal, Portland, Jan. 10, 1951, p. 5] © 10Jan51 (in notice: 1950); KK57637.

[From the Oregonian, Portland, Or., Nov. 2, 1950, p. 4] © 2Nov50; KK57366.

[From the Oregonian, Portland, Or., Nov. 29, 1950, p. 4] © 29Nov50; KK57288.

[From the Seattle post-intelligencer, Mar. 13, 1951, p. 5] © 13Mar51; KK59811.

[From Seattle post-intelligencer, Mar. 20, 1951, p. 2] © 20Mar51; KK60123.

[From Seattle times, Jan. 7, 1951, p. 15] © 7Jan51 (in notice: 1950]; KK57636.

[From the Seattle times, Feb. 7, 1951, p. 8] © 7Feb51; KK59338.

[From Seattle times, Feb. 28, 1951, p. 18] © 28Feb51; KK59337.

[From Seattle times, Mar. 5, 1951, p. 4] © 5Mar51; KK59589.

[From Seattle times, Mar. 7, 1951, p. 4] © 7Mar51; KK59590.

[From the Seattle times, Mar. 12, 1951, p. 22] © 12Mar51; KK59810.

[From the Seattle times, Mar. 14, 1951, p. 38] © 14Mar51; KK59812.

[From Seattle times, Mar. 19, 1951, p. 11] © 19Mar51; KK60124.

[From the Seattle times, Mar. 21, 1951, p. 16] © 21Mar51; KK60125.

WELCH (JAMES O.) COMPANY, INC. ©.

Chocolate covered cocoanut bars. (Candy bar) Sheet. © 23Sep49; KK60950.

WELCH GRAPE JUICE COMPANY.

Howdy Doody' Welch's cook book. (Grape juice) Folder. © The Welch Grape Juice Co.; 16Apr51; KK61200.

Hurray for the grape juice. Bang went the giant. Welch's. [From Life, May 28, 1951, p. 3] Sheet. © The Welch Grape Juice Co.; 20May51; KK62247.

Hurray for the Welch's. Wham went the witch. [From Life, June 11, 1951, p. 50] (Welch's frozen grape juice) © The Welch Grape Juice Co.; 8Jun51; KK63052.

WELLCO SHOE CORPORATION ©.

Wellco fun-timer, original Casey Jones. (Shoes) Label. © 25Apr51; KK61274.

Wellco fun-timer, original Fire-Chief. (Shoes) Label. © 25Apr51; KK61275.

Wellco fun-timer original hot rod. (Shoe boxes) Label. © 25Apr51; KK61273.

WELLENS PRODUCTS, INC. ©.

Destroy odors with electric Elexair and Airtabs. Folder. © 25Apr51; KK62312.

WEMBLEY, INC. ©.

American game birds. Wembley. (Neckwear) Label. © 10May51; KK62332.

American Game Birds fashion inspired neckwear; created exclusively by Wembley, fabric by Cheney. Folder. © 1Jun51; KK62937.

Back to school (in fashion) with new exclusive neckwear by Wembley. Navajo. Color quartet. Folder. © 1Jun51; KK62938.

Color quartet. Wembley. (Neckwear) Label. © 10May51; KK62267.

Fashioned by Wembley for valentine. [From Mademoiselle, Feb. 1951, p. 65] (Men's neck ties) Sheet. © 29Jan51; KK58421.

Fashioned by Wembley for valentine. [From Vogue, Feb. 1, 1951, p. 86] (Men's neckwear) Sheet. © 1Feb51; KK58586.

Fashioned by Wembley for valentine; for the man in your heart. [From Seventeen, Feb. 1951, p. 12] (Men's neck ties) Sheet. © 1Feb51; KK58374.

Important notice on pleated ties. (Neckties) Folder. © 11May51; KK62035.

Important notice on pleated ties. Wembley. [From Men's reporter news weekly, May 14, 1951, p. 3] Sheet. © 11May51; KK62890.

Navajo. Wembley, first in fashion. (Neckwear) Label. © 10May51; KK62265.

New ties fashions for spring, 1951. Wembley. (Neckwear) Folder. © 2Jan51; KK57128.

The new White Look fashioned by Wembley for spring, 1951. [Brochure] (Neckwear) Pamphlet. © 21Dec50 (in notice: 1951); KK57034.

Paisley. Wembley. (Neckwear) Label. © 10May51; KK62269.

Pre-sold for Father's Day, sport shirt bows. (Neckwear) Folder. © 4May51; KK61862.

Silver and gold fashioned by Wembley for the man in her life. [Brochure] (Neckwear) Pamphlet. © 27Dec50 (in notice: 1951); KK57033.

Stained glass. Wembley. (Neckwear) Label. © 10May51; KK62266.

Touch of fire; a glowing collection of fall neckwear created exclusively by Wembley. Right in fashion. Folder. © 1Jun51; KK62939.

Touch of Fire! Wembley; first in fashion, $2. (Neckwear) Label. © 10May51; KK62228.

Wembley fashions silver and gold. [From Life, Mar. 19, 1951, p. 129] (Men's neckwear) Sheet. © 16Mar51; KK59740.

Wembley fashions, sport shirt bows. [From Esquire, June 1951, p. 13] (Men's bow ties) Sheet. © 9May51; KK61822.

Wembley fashions the new white look. [From Life, Apr. 23, 1951, p. 99] (Neckties) Sheet. © 20Apr51; KK61050.

Wembley, fashions the new white look. [From Men's wear, Feb. 9, 1951, p. 33] (Men's neck ties) © 9Feb51; KK58765.

Wembley Nor-East Non-Crush ties. Finest valentine gift tie. [From Life, Feb. 5, 1951, p. 78] Sheet. © 2Feb51; KK58422.

Wembley Nor-East, Non-Crush ties. [From Good housekeeping, Apr. 1951, p. 247] Sheet. © 20Mar51; KK60114.

Wembley Nor-East Non-Crush ties, give your customers these six famous features ... (Neckwear) Folder. © 12Dec50; KK57103.

Wembley ties receive Fashion Academy Award. [From Men's wear, Jan. 12, 1951, p. 10-11] Sheet. © 12Jan51; KK57729.

Winter wonderland. Wembley. (Neckwear) Label. © 10May51; KK62268.

WENZLICK (ROY) AND COMPANY.

What would your fire cost you? [Graphs illustrating folder] Col. drawings on sheet 10 x 16 in. © Roy Wenzlick & Co., St. Louis; 11May51; IP616.

WERGELAND COMPANY.

Jody nuts. Label. © Wergeland Co., a partnership composed of Floyd Lawrence Wergeland & Josephine Newton Wergeland; 6Apr51; KK61856.

WESCO WATERPAINTS, INC. ©.

Authorized expert in masonry paints. Wesco. Sheet. © 20Feb51; KK59732.

Wesco masonry painting quiz pack. (Paint) Cards. (1014) © 1Feb51; KK60572.

WES-KO Distributors, inc., d.b.a. Wes-Ko Products. SEE Wes-Ko Products.

WES-KO PRODUCTS.

Snooty the pig. Plastic piggy bank. Label. © Wes-Ko Distributors, inc., d.b.a. Wes-Ko Products; 15May51; KK62880.

WESSON DISTRIBUTING CORPORATION ©.

Wesson consumers service. (General merchandise) 24 p. © 30Mar51; KK61469.

WESSON OIL AND SNOWDRIFT COMPANY, INC. ©.

Now, another great Stir-N-Roll recipe. (Cooking oil) Sheet.
[From This week magazine, Nov. 19, 1950, p. 53] © 19Nov50; KK57097.

WEST POINT LAWN PRODUCTS ©.

Aerifier. [From Golfdom, May 1951, p. 9] (Agricultural implement) Sheet. © 16May51; KK62049.

Aerifier. [From Golfdom, June 1951, p. 7] (Agricultural implement) Sheet. © 15Jun51; KK62856.

Aeri-forke for golf courses. Sheet. © 11Jan51; KK57829.

Grasslan model Aerifier; a new implement for pasture improvement. Sheet. © 16May51; KK62529.

Here's the reason why the Aerifier is used at Camargo Country Club. [From Golfdom, Feb. 1951, p. 11] (Agricultural implement) Sheet. © 14Feb51; KK58657.

If you are planning to buy aerifying equipment, see the Aerifier. [From Golfdom, Mar. 1951, p. 15] Sheet. © 15Mar51; KK59664.

Introducing the F-G '51. Aerifier. Aeri-forke. [From Golfdom, Jan. 1951, p. 7] (Agricultural implement) Sheet. © 15Jan51 (in notice: 1950); KK57431.

Introducing the F-G '51, new model F-G Aerifier. Folder. © 12Jan51; KK57830.

Prepare a good rootbed with the Aerifier. [From Golfdom, Apr. 1951, p. 13] (Agricultural implement) Sheet. © 16Apr51; KK60802.

West Point Aerifier. Folder. © 25Apr51; KK61516.

West Pointers. (Aerifier) Sheet. Jan. 1951. © 16Jan51; KK58852.

WESTCO PRODUCTS, INC. ©.

Silver Seal radiator cleaner. (For automobiles, etc.) Label. © 20Dec50; KK57360.

WESTERN AUTO SUPPLY COMPANY ©.

Before you buy any appliance, see why Wizard is America's fastest growing line of appliances. [From Life, Nov. 27, 1950, p. 104-105] (Household appliances) Sheet. © 24Nov50; KK57769.

For 5 straight years, Wizard dares make the strongest guarantee in outboard history. (Outboard motors) Sheet.
[From Field & stream, Feb. 1951, p. 60-61] © 24Jan51; KK60826.
[From Outdoor life, Feb. 1951, p. 65] © 25Jan51 (in notice: 1950); KK58798.
[From Sports afield, Feb. 1951, p. 64-65] © 24Jan51; KK58799.
[From Sports afield, Apr. 1951, p. 65] © 24Mar51; KK60827.
[From True, Mar. 1951, p. 69] © 23Feb51; KK58800.

How Tom and I saved $83 on tools and appliances-thanks to a 73¢ screwdriver. [From The Progressive farmer, Jan. 1951, p. 37] (Gas range, phonographs, bench saw and others) Sheet. © 20Dec50; KK57768.

Merry Christmas to all the family from Western Auto. [From The Progressive farmer, Dec. 1950, p. 37] (Radio-phonograph, bicycle, table radio and others) Sheet. © 20Nov50; KK57767.

Read why 3,000,000 families have chosen Truetone over all other brands combined. Wizard battery. Davis Safety Grip. [From the Progressive farmer, Mar. 1951, p. 57] (Radio-phonograph, tires, batteries) Sheet. (P31) © 20Feb51; KK60824.

W. A. farm home news; money savers for you at Western Auto. Truetone. Davis. [From the Progressive farmer, Feb. 1951, p. 43] (Tools, phonograph, tires, radio) Sheet. © 20Jan51 (in notice: 1950); KK58801.

You, too, can save up to 30 o/o on these guaranteed Western Auto springtime specials for your car. Davis. Wizard. [From the Progressive farmer, Apr. 1951, p. 51] (Auto accessories and range) Sheet. (P41) © 20Mar51; KK60825.

WESTERN CONDENSING COMPANY ©.

Here's your lucky number, Mister Hatcheryman. Peebles' free choice feed for chickens, turkeys. Folder. (H-2-50) © 8Dec50; KK57197.

Hog raisers. Your pigs will thrive on 55. Peebles' 55. (Hog feed) Folder. (P55-1-25M-12-50) © 18Jan51; KK58469.

Hog raisers, your pigs will thrive on 55. Peebles'. (Feed) Folder. © 13Apr51; KK61536.

Peebles' Dairy-Bake. A spray dried dairy ingredient for the baker. Folder. (DBW-4-50) © 29Nov50; KK57199.

Save up to half the cost of the milk you feed; Peebles' Calf-Kit. (Feed for calves) Folder. © 30Mar51; KK60707.

There's magic in whey nutrients. (Feed for chickens, pigs and calves) Folder. © 30Mar51; KK60706.

There's magic in whey nutrients for broilers. Peebles' Free Choice feed. Folder. (FCFBF5-30M-12-50) © 5Jan51 (in notice: 1950); KK58470.

There's magic in whey nutrients for chickens. Peebles' Free Choice feed. Folder. (FCFCF6-120M-12-50) © 5Jan51 (in notice: 1950); KK58471.

There's magic in whey nutrients for turkeys. Peebles' Free Choice feed. Folder. (FCFTF4-60M-12-50) © 5Jan51 (in notice: 1950); KK58472.

Two profits for you, in one package. Peebles' free choice feed for chickens, turkeys. Folder. (H-1-50) © 8Dec50; KK57198.

We're waiting for Red Tag to finish the job. Peebles' Pigrow. (Hog feed) Folder. (PG-3-51) © 18Jan51; KK58473.

Wet mash feeding for poultry. Peebles' 55; your birds will thrive on 55. Folder. © 1May51; KK62173.

WESTERN TABLET AND STATIONERY CORPORATION ©.

Lucky Star composition book. Label. (W-1) © 16Mar51; KK60330.

WESTERN WATERPROOFING COMPANY ©.

Concrete restoration. (Weatherproofing material and service) Folder. © 4May51; KK62165.

WESTGATE-SUN HARBOR COMPANY ©.

Bits-o'-Sea; light meat grated tuna. Label. © 14Feb51; KK58757.

Breast-O'-Chicken brings you only the best o'tuna. [Snowman casserole. From Good housekeeping, Feb. 1951, p. 193] Sheet. © 20Jan51; KK58876.

Breast-O-Chicken, the brand that brings you only the best o' tuna. Sheet. © 20Apr51; KK61196.

Puerto del Sol, California calamares en agua y sal. (Canned squid) Label. © 27Dec50; KK57925.

WETALENE LABORATORIES, INC. Only-Wun Division ©.

Only-Wun; a new washing method. (Detergent) Label. © 22Feb51; KK62922.

WHEELCO INSTRUMENTS COMPANY ©.

The new Wheelco Multipoint Capacilog. (Strip chart recorders) 4 p. (MPC-1) © 1Jan51; KK60422.

Wheelco Capaciline. (Control device) 2 p. (CL-1) © 2Feb51; KK60423.

Wheelco Capacilog, an electronically operated strip chart recorder. 3 p. (Bull. C2-2) © 1Dec50; KK57427.

Wheelco Capacitrol. (Temperature controller) 2 p. (292-1) © 1Mar51; KK60425.

Wheelco indicating pyrometers. Sheet. (Bull. WPY-1) © 15Apr51; KK60712.

Wheelco indicating resistance thermometer. 2 p. (RT-2) © 1Aug50; KK60426.

Wheelco Limitrol. (Indicator) 2 p. (LIM-1) © 1Aug50; KK60424.

Wheelco portable pyrometers. Sheet. (Bull. PPY-1) © 15Apr51; KK60711.

WHICKER, JACK H. ©.

Miracle waterless hand cleaner. Label. © 14Dec50; KK57877.

WHITE, GODFREY LLEWELLYN ©.

No-Ho hooded fender applicators. (Tractor attachment) Folder. © 27Mar51; KK60943.

WHITE (S. S.) DENTAL MANUFACTURING COMPANY.

S. S. White easy operating valves. 8 p. © The S. S. White Dental Manufacturing Co.; 14Dec50; KK58239.

WHITE CLOVER DAIRY COMPANY ©.

Kaukauna brand baby Gouda cheese; 9-1/2 ozs. Label. © 5Mar51; KK59541.

WHITE PRODUCTS CORPORATION ©.

Always plenty of hot water! Get White Water-Hotter. [From Better homes & gardens, May 1951, p. 125] (Electric & gas water heaters) Sheet. © 16Apr51; KK63072.

Ever plenty hot water ... White Water-Hotter. [From Better homes & gardens, Feb. 1951, p. 220] Sheet. © 24Jan51; KK61143.

It's the net that makes us so enthusiastic about White Water-Hotter. [From Domestic engineering, Dec. 1950, p. 67] (Water heater) Sheet. © 1Dec50; KK61139.

No manufacturer has ever given us a better deal or a better product than Water-Hotter. [From LP gas, Jan. 1951, p. 83] (Water heater) Sheet. © 25Dec50 (in notice: 1951); KK61142.

Pride and profit, these are the reasons we promote the White Water-Hotter. [From Domestic engineering, Apr. 1951, p. 191] (Water heater) Sheet. © 1Apr51; KK61144.

WHITE PRODUCTS CORPORATION ©. Cont'd.

Profits are not just mark-up, they are the money you keep. White Water-Hotter. [From Electrical South, Mar. 1951, p. 98] (Water heater) Sheet. © 12Mar51; KK61141.

Profits are the goodwill you win and the money you keep. White Water-Hotters. [From Domestic engineering, Feb. 1951, p. 155] (Water heater) Sheet. © 1Feb51; KK61140.

See the wealth of new sales promotion material White now provides. White Water-Hotter. [From Domestic engineering, June 1951, p. 186] (Gas & electric water heaters) Sheet. © 5Jun51; KK63074.

Smaller inventories, less servicing, bigger volume ... White Water-Hotter. [From Electrical merchandising, Mar. 1951, p. 9] (Water heater) Sheet. © 1Mar51; KK61138.

To make money today you must move fast. White Water-Hotter. [From Electrical South, Nov. 1950, p. 93] (Water heater) Sheet. © 12Nov50; KK61145.

WHITING (FRANK M.) AND COMPANY ©.

You're right, so right with Frank M. Whiting. [From Guide for the bride, fall and winter 1950-51] (Sterling silver flatware) Sheet. © 15Nov50; KK57376.

WHITLOCK CORPORATION ©.

Whitlock buy-lines. (Locksmithing supplies) Folder.
Jan.-Mar. 1951. © 31Jan51; KK58202.
Apr.-June 1951. © 17Apr51; KK60693.

WHITLOCK MANUFACTURING COMPANY.

Whitlock type K storage water heaters. Sheet. (Bull. no. 46) © The Whitlock Manufacturing Co.; 12Apr51; KK62249.

WHITMAN (STEPHEN F.) AND SON, INC. ©.

For men only. How will you rate in 1951? [From Saturday evening post, Jan. 6, 1951, p. 16] (Confectionery) Sheet. © 6Jan51; KK57409.

Here's how I remember, why don't you. Van Johnson. Whitman's Sampler. [From the Saturday evening post, May 26, 1951, p. 18] (Confectionery) Sheet. © 26May51; KK62140.

Here's how I remember, why don't you? Whitman's chocolates. [From the Saturday evening post, Mar. 3, 1951] Sheet. © 3Mar51; KK59735.

It wouldn't be Christmas without Whitman's chocolates. [From Saturday evening post, Dec. 16, 1950] Sheet. © 16Dec50; KK57410.

Mother's Day Sunday, May 13. Whitman's Sampler. [From the Saturday evening post, Apr. 28, 1951] (Confectionery) Sheet. © 28Apr51; KK61599.

Remember her with a Whitman's sampler; specially decorated for Easter. [From the Saturday evening post, Mar. 17, 1951] (Confectionery) Sheet. © 17Mar51; KK61598.

Valentine's Day, Wednesday, Feb. 14. Whitman's chocolates. [From the Saturday evening post, Feb. 3, 1951] Sheet. © 3Feb51; KK58637.

Whitman's chocolates fresh and fussy candies. Label. © 12Feb51; KK62151.

WIESSNER (F. H.) INC. ©.

How experts wax for better skiing. Folder. © 1Nov50; KK57924.

WILBUR-ELLIS COMPANY ©.

Southern Star. Frozen fresh shrimp. Label. © 25Nov50; KK60508.

WILCO COMPANY ©.

Clearex window spray. Label. © 28Nov50; KK58731.

Germatrol; germicide-deodorant-cleaner. Label. © 6Jun51; KK62794.

Stop Spot cleaning fluid. Economy size. Label. © 1Sep50 (in notice: 1936); KK59627.

Wilco speed cleaner for clogged radiators and cooling systems. Label. © 5Apr51; KK60870.

Wilco windshield washer fluid. Label. © 15Mar51; KK60736.

WILD LIFE FILMS COMPANY ©.

Wild Life Films presents Nature's engineers. [From See & hear magazine, Feb. 1951] Sheet. © 1Feb51; KK59371.

WILHELM, HARRY C. ©.

Feys waterless hand cleaner. Label. © 27Mar51; KK60689.

WILKING MUSIC COMPANY ©.

40 Indianapolis artists, teachers, singers, technicians can't be wrong. Dyna-tension Everett. (Pianos) 52 p. © 30Oct50; KK57485.

Our sales policy of selling musical merchandise, first name, first grade standard makes only. Pamphlet. © 30Oct50; KK57484.

WILKINS, PAULINE ©.

In old Montgomery. By Pauline Wilkins, fine candies; souvenir box. [Pictorial scenes] Label. © 29Nov50 (in notice: 1951); KK60227.

WILKINS COMPANY, INC.

Something new for better vision. K-Lens-M. (Anti-fogging dispenser) Folder. (101-25151) © The Wilkins Co., inc.; 25Jan51; KK58206.

WILLIAMS, HELEN ©.

Alice of Dallas. (Hat designs, etc.) Label. © 15Jan51; KK58183.

WILLIAMS, JEWEL TUCKER.

Jewel's chili tacos, the tang of the West. (Food product) Label. © Jewel Tucker Williams & T. G. Tucker; 12Mar51; KK59941.

WILLIAMS FURNITURE CORPORATION ©.

Now, the irresistible beauty of knotty cypress in 2 new style and value leaders by Williams. [From Retailing daily, Apr. 30, 1951, p. 8-9] (Furniture) Sheet. © 30Apr51; KK61494.

WILLISTON AND COMPANY ©.

C G R C chrome gold refractory coating reduces surface tension. Label. © 1Jan51; KK57515.

WILSON (Hugh H.) Company, inc., now by change of name Wilson Products, inc. SEE Wilson Products, inc.

WILSON (THOMAS C.) INC. ©.

Quick way to clean fouled heat exchanger tubes; Wilson TP-301 cleaner steps up output, cuts costs. Sheet. © 24May51; KK62421.

Wilson boiler tube cleaners and expanders. Sheet. © 7May51; KK62422.

WILSON AND COMPANY, INC. ©.

Ideal dog food. [From Life, Jan. 29, 1951, p. 111] Sheet. © 26Jan51; KK62419.

Ideal dog food. [From Woman's day, Feb. 1951, p. 139] Sheet. © 25Jan51; KK62417.

WILSON AND TOOMER FERTILIZER COMPANY ©.

How and when to feed lawns & gardens in Florida. Gro-Tone, super plant food. Folder. © 18Nov50; KK57539.

WILSON PRODUCTS, INC. ©.

Hair setting bob pins; more crimps, hold tighter. Wil-Hold. Card. (W21) © Hugh H. Wilson Co., inc., now by change of name Wilson Products, inc.; 1Jan49; KK58817.

Hair setting bob pins; Wil-Hold; more crimps, always snaps back. Card. (W-1) © 1Jan50; KK58816.

WINK NEEDLE THREADER COMPANY.

Thread ... needles quick as a wink with Wink. Folder. © Julian Seth Kahn, d.b.a. Wink Needle Threader Co.; 19Mar51; KK60387.

WINTHROP-STEARNS, INC. ©.

Essenamine. (Pharmaceutical preparation) Folder. © 30Mar51; KK61325.

Neo-synephrine with penicillin. (Pharmaceutical preparation) Leaflet. © 15Mar51; KK61254.

WISCONSIN CHEESE BOX ©.

Fancy cheese assortments. Folder. © 6Jun50; KK61041.

WISEMAN, AL ©.

Pin-Up stationery. Label. © 20Feb51; KK58733.

WOMAN'S HOME COMPANION ©.

Your handy companion for bigger mail order business. 2d ed. (Magazine) Pamphlet. © 16Feb51; KK59099.

WOOD AND SELICK NOVELTIES, INC. ©.

Greater ice cream sales all year 'round, with full automatic Roto-Koter. (Ice cream machinery) Folder. © 10Oct50; KK58388.

Just arrived, Party Pops. Delicious ice cream bars covered with coconut-krunch-assorted flavored sprinkles. Label. © 8Dec50; KK57557.

WOODBURY CHEMICAL COMPANY ©.

Sure Death brand Warfarin compound, a ready-mixed rat and mouse killer. Label. © 2Mar51; KK59158.

WOODENWARE PRODUCTS CORPORATION ©.

Proof of superiority of Millwright and Masterbilt step ladders. Sheet. © 24Jan51 (in notice: 1950); KK59033.

WOOLF, LEN.

We should know each other. [Direct mailing piece] (Advertising) 4 sheets. © Len Woolf (in notice: Len Woolf Co.); 25May51; KK62966.

WOOLLEY (G. CRANDON) ASSOCIATES ©.

Fine archery equipment by Woolley. Folder. © 15Jan51; KK57512.

WOOLWORTH (F. W.) COMPANY ©.

Woolworth's; store of wonders has the most wondrous toy gun in a decade. Jet automatic repeating rifle. [From Ladies' home journal, Oct. 1950, p. 259] Sheet. © 29Sep50; KK58401.

WORKMAN, Bernard B. and Gerry Powell, d.b.a. Workman-Powell. SEE Workman-Powell.

WORKMAN-POWELL.

Merry Christmas. (Candy canes) Label. © Gerry Powell & Bernard B. Workman, d.b.a. Workman-Powell; 10Jul50; KK57510.

WORTHINGTON PUMP AND MACHINERY CORPORATION ©.

The Blue Brute 2 qt. line oiler. Sheet. (Bull. no. H-1200-B45) © 1Jun51; KK62704.

Worthington air compressors for air-operated laundry presses. Folder. (H-620-B28A) © 15Mar51; KK59803.

Worthington Blue Brute hose fittings. Folder. (Bull. no. H-1200-B44) © 1Jun51; KK62678.

Worthington Blue Brute 160' portable compressor. (Machinery) Folder. (H-850-B73) © 15Feb51; KK58699.

Worthington Blue Brute 30' portable air compressor. Folder. (Bull. H-605-B1) © 6Apr51; KK60471.

Worthington comparison table of Multi-V-Belts. Folder. (Bull. no. V-1400-M10E) © 2May51; KK61849.

Worthington-Gamon Watch Dog disc water meter. 7 p. (M-975-B42) © 4Apr51; KK60439.

Worthington Mixflo pump. Folder. (Bull. no. W-313-B1B) © 6Mar51; KK59612.

Worthington Rollo valves. (Machinery) Folder. (Bull. W-404-B4) © 19Dec50; KK57470.

Worthington 3QP sump pump. (Machinery) Folder. (W-317-B15A) © 13Feb51; KK58700.

Worthington Worthite specialties; valves, flanges, hose nipples. 5 p. (Bull. W-350-B5C) © 28Mar51; KK60174.

WRIGHT, E. S., d.b.a. Koldtube Manufacturing Company. SEE Koldtube Manufacturing Company.

WRIGHT AND COMPANY, INC. ©.

The new F-01 Wright key punch desk file. Sheet. © 27Apr51; KK62318.

WRIGHT AND MCGILL COMPANY ©.

Catch more fish with Wright & McGill tackle. [From Outdoor life, Mar. 1951, p. 77] Sheet. © 15Feb51; KK59039.

For star performance every time use Wright and McGill fishing tackle. [From Sports afield, June 1951, p. 63] Sheet. © 14May51; KK63132.

Miracle minnows get the fish. (Artificial fish lures) Sheet. © 15Dec50; KK57853.

Two-Way snelled hook spinners. Sheet. (25, 26) © 15Jan51; KK57996.

Wright & McGill Eagle Claw snelled hooks. [From Sports afield, Mar. 1951, p. 12] (Fish hooks) Sheet. © 15Feb51; KK59038.

Wright and McGill Fre-Line reel for casting, spinning, bait fishing. Sheet. © 15Dec50; KK57861.

Wright & McGill Granger fly rods; for 40 years the world's best. [From Field & stream, Mar. 1951, p. 75] (Fishing rods) Sheet. © 15Feb51; KK59040.

WYANDOTTE CHEMICALS CORPORATION ©.

Cleaning the world. Wyandotte. (Chemicals and specialized cleaning compounds) Label. © 18Apr51; KK62903.

WYNN OIL COMPANY ©.

Wynn's friction proofing oil. Label.

- Heavy duty industrial lubrication additive. © 13Dec50; KK59260.
- Heavy duty vehicle lubrication additive. © 13Dec50; KK59263.
- Light duty crankcase motor oil additive. © 4Dec50; KK59259.
- Light duty machine shop cutting oil additive. © 22Nov50; KK59262.
- Ring & valve fuel additive. © 4Dec50; KK59261.

WYTHE SUPPLY COMPANY.

One-Two. The developer with a Sunday punch. (Film developer) Label. © George Tyndall, t.a. Wythe Supply Co.; 17Mar51; KK59614.

X

X LABORATORIES, INC. ©.

X water pump lubricant and rustoff. Label. © 17Apr51; KK61334.

Y

YALE AND TOWNE MANUFACTURING COMPANY.

When I say Yale they're already half sold. [From Hardware age, Jan. 11, 1951, p. 3] (Tumbler lock) Sheet. © The Yale & Towne Manufacturing Co.; 11Jan51; KK57710.

YAMI YOGURT PRODUCTS, INC. ©.

Yami yogurt. Label. © 15May50; KK59601.

YOGG AND COMPANY ©.

The very newest wrinkle in menu merchandising. (Menu stickers) Sheet. © 20Apr51; KK61758.

YOUNG (RICHARD) COMPANY ©.

Nappy brushed leathers. Label. © 6Mar51; KK59214.

YOUNG RADIATOR COMPANY ©.

HC by Young. Horizontal core. (Heat transfer products) 11 p. (Catalog no. 550) © 7May51; KK61800.

Mono-Weld radiators by Young. 3 p. (1651) © 22Jan51; KK58271.

Young jacket water coolers. Folder. (Cat. no. 1351) © 12Apr51; KK60951.

YOUR NAME CIGARETTES.

Amazing new advertising medium. Your name cigarettes. Sheet. © Lester Patterson & Edith Patterson, d.b.a. Your Name Cigarettes; 23Mar51; KK62765.

Z

ZENITH RADIO CORPORATION ©.

Again Zenith TV leads the way. Sheet. © 3Mar51; KK62076.

At last, the reflection-proof TV picture. (Television) Sheet. © 13Jan51; KK62064.

Best for your customer's pleasure, best for your peace of mind. Zenith quality TV. Sheet. © 11Apr51; KK62080.

Caruso sounds like Caruso and Melchior sounds like Melchior. New Zenith Cobra-Matic. (Television-record player) Sheet. © 27Jan51; KK62071.

Christmas star that will shine all year. Zenith. (Radio) Sheet. © 20Nov50; KK62062.

Christmas star that will shine all year. Zenith. [From Farm journal, p. 26] (Radios) Sheet. © 20Nov50; KK59471.

Cuts through interference. New Zenith Super-Triumph. (Radio) Sheet. © 24Jan51 (in notice: 1950); KK62067.

Don't move, change TV programs from your easy chair with Zenith Lazy Bones remote control. Sheet. © 3Feb51; KK62073.

Don't risk inferior TV. In times like these insist on Zenith quality TV. Sheet. © 24Apr51; KK62078.

Far better reception farther out. New Zenith Super-Medallion. (Radio) Sheet. © 20Feb51; KK62069.

The Federal Communications Commission has announced plans for 1,087 new TV stations. Sheet. © 21Apr51; KK62081.

It's here - Zenith's brilliant, all new all-American TV line-up. [From National furniture review, Jan. 1951, p. 13] Sheet. © 1Jan51; KK62063.

Look to Zenith. [From Holiday, Feb. 1951, p. 6] (Radios) Sheet. © 17Jan51; KK59477.

Melchior sounds like Melchior. Zenith Cobra-Matic. (Record-player) Sheet. © 13Jan51; KK62074.

A musical dream come true. Zenith. [From Saturday review of literature] (Radio-phonographs) Sheet. © 24Feb51; KK59470.

New high point in hospitality. Zenith Black Magic television. (Sheet) © 26Mar51; KK62065.

New Zenith clock-radio. [From Cosmopolitan, p. 151] Sheet. © 1Dec50; KK59469.

1951 Zenith television has the amazing reflection-proof Blaxide tube. [From Time, Dec. 4, 1950, p. 12] Sheet. © 4Dec50; KK59468.

No other gift can give so much: Zenith Black Magic television. [From Collier's, Dec. 9, 1950, p. 59] Sheet. © 9Dec50; KK59467.

Nobody but Zenith, the world's leader in portable radios, gives you so much quality for your money in finest reception, tone, features. Sheet. © 25Dec50; KK62066.

The portable radio that travels the world. [From Sunset magazine, p. 57] Sheet. © 25Feb51; KK59478.

Smarten up your home with a new Zenith Hollywood antenna vane. Sheet. © 3Mar51; KK62075.

Stop being alarmed. Zenith. [From Life, p. 38] (Clock radios) Sheet. © 29Jan51; KK59474.

Supreme moment; when Zenith Black Magic television comes into your life. [From Life] Sheet. © 27Nov50; KK59465.

Supreme moment, when Zenith Black Magic television comes into your life. Sheet. © 13Feb51; KK62060.

Take it easy ... with the amazing Zenith Lazy Bones remote control. [From National geographic] (Television) Sheet. © 1Jan51; KK59473.

3 Christmas stars that will shine all year. From Zenith world's leader in portable radios. Sheet. © 25Nov50; KK62061.

Why you can operate Zenith TV from your easy chair; this miracle turret tuner is the secret and only Zenith has it. Sheet. © 10Feb51; KK62068.

World's most advanced TV and record playing, Zenith quality Black Magic TV. Sheet. © 14Apr51; KK62070.

You'll see plenty of clock-radios. Zenith. [From Good housekeeping] Sheet. © 20Feb51; KK59475.

Your ear to the world - on every cruise. Zenith Trans-oceanic portable radio. [From Motor boating, Mar. 1951, p. 57] Sheet. © 1Mar51; KK62077.

ZENITH RADIO CORPORATION ©. Cont'd.

Zenith introduces the spectacularly new Hollywood Antenna Vane. [From TV forecast, p. 9] Sheet. © 13Jan51; KK59466.

A Zenith quality radio masterpiece, built for these critical times. Sheet. © 14Apr51; KK62079.

Zenith takes the woes and wows out of listening. [From Country gentleman] (Radios) Sheet. © 28Feb51; KK59476.

Zenith takes the woes and wows out of listening. (Radio) Sheet. © 7Apr51; KK62072.

Zenith's newest, greatest advance in record playing. [From Harper's, p. 9] Sheet. © 3Jan51; KK59472.

Zenith's newest, greatest gift. [From Better homes and gardens, Jan. 1951, p. 8] (Radios, phonographs) Sheet. © 25Dec50; KK59464.

ZERKOWITZ (A.) AND COMPANY, INC. ©. Toy catalogue. 12 p. © 1May51; KK62118.

ZILDJIAN (AVEDIS) COMPANY ©. Notes on band and orchestra cymbals. (Turkish cymbals) Pamphlet. © 3Jan51; KK57180.

ZIMMERMAN, David, d.b.a. Jud San Products. SEE Jud San Products.

ZINK, Arthur Otto, sole owner, Unit Products Company. SEE Unit Products Company.

ZION INDUSTRIES, INC. ©.

Zion chocolate chip cookies. Label. © 1May51; KK61861.

Zion Sparkle cookies. Label. © 17Jan51 (in notice: 1950); KK58688.

ZIPPO MANUFACTURING COMPANY ©.

Why zip, zip, zip, when one zip does it. Zippo windproof lighter. Sheet.

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[Jungle scene] © 24Sep50; KK60105.

[Service scene] © 15Oct50; KK60106.

[Skating scene] © 1Nov50; KK60100.

[Skating scene] © 25Oct50; KK60102.

[Xmas scene] © 24Nov50; KK60103.

[Xmas scene. From Coronet, Dec. 1950, p. 13] © 25Nov50; KK60107.

[Xmas scene. From Esquire, Dec. 1950, p. 41] © 8Nov50; KK60104.

ZOFFMAN LABORATORY, INC. ©. Trulac. (Food flavor) Label. © 15Mar51; KK60860.

ZONITE PRODUCTS CORPORATION ©.

Before your daughter marries make sure you instruct her ... Zonite. [From Secrets, Apr. 1951, p. 55] (Germicide) Sheet. © 3Mar51; KK61130.

Can a husband ever tell a sensitive wife this truth? [From Secrets magazine, July 1951, p. 61] (Germicide) Sheet. © 2Jun51; KK62385.

Has your mother told you these intimate physical facts? [From Secrets magazine, Feb. 1951, p. 55] (Germicide) Sheet. © 3Jan51; KK57525.

How a loving mother can easily explain to the bride-to-be, these intimate physical facts. Zonite for newer feminine hygiene. [From Secrets magazine, June 1951, p. 51] (Germicide) Sheet. © 2May51; KK61656.

Who should explain this grave womanly offense to a young wife? Zonite. [From True story magazine, May 1951, p. 101] (Germicide) Sheet. © 10Apr51; KK60453.

A young wife should beware. Zonite. [From Secrets, Mar. 1951, p. 87] (Germicide) Sheet. © 3Feb51; KK58764.

ZURN (J. A.) MANUFACTURING COMPANY ©.

Zurn carrier index for American-Standard fixtures. Architect-spec man work savers. (Plumbing fixture carriers) Card. © 21Dec50; KK58045.

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RENEWALS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal copyrights were registered during the period covered by this catalog. Information relating to both the original and renewal registration is included in each entry.

BLAISDELL Arab. R75723. SEE Blaisdell Pencil Company.

BLAISDELL PENCIL COMPANY.
Blaisdell Arab. (Pencils) © 23Mar23, Label 26073. R75723, 9Mar51, Blaisdell Pencil Co. (P)

BLUE Bird. R74678. SEE Interlake Tissue Mills Co., ltd.

BRIELL-RODGERS COTTON GOODS COMPANY.
Briell-Rodgers Cotton Goods Company. © 20Mar24, Print 7353. R78438, 14May51, Briell-Rodgers Cotton Goods Co. (P)

BROWN, Fred W. SEE Industrial Research.

BUNNY cleaner. R77538. SEE Keagy, M. L.

BURGESS BATTERY COMPANY.
No. 6 Burgess A battery. © 10May23, Label 26164. R74252, 14Feb51, Burgess Battery Co. (P)

CALEDONIA. R78631. SEE Placentia Mutual Orange Association.

CAPTAIN Kidd. R74053. SEE Clyman Canning Company.

CHICAGO BEVERAGE COMPANY.
Chicago Brand De Luxe. (Beverage) © 20Jun23, Label 26514. R74855, 26Feb51, Chicago Beverage Co. (P)

CHICAGO Brand De Luxe. R74855. SEE Chicago Beverage Company.

CHIEF brand, the universal hydrated lime. R73800. SEE Chief Consolidated Mining Company.

CHIEF CONSOLIDATED MINING COMPANY.
Chief brand, the universal hydrated lime. © 6Nov23, Label 26686. R73800, 2Feb51, Chief Consolidated Mining Co. (P)

CLYMAN CANNING COMPANY.
Captain Kidd. (Peas) © 15Aug23, Label 26640. R74053, 8Feb51, Clyman Canning Co. (P)

COLONIAL Dames. R78437. SEE Miller Brothers Company.

COLUMBIA CARBON COMPANY.
The Mineral Wax Twins Clean & Good. (Typewriter ribbons) © 21Dec23, Label 27115. R76638, 9Apr51, The Columbia Carbon Co. (P)

COOL Spring Brand. R79598. SEE Cool Spring Canning Company.

COOL SPRING CANNING COMPANY.
Cool Spring Brand. (Corn) © 1Jan24, Label 27633. R79598, 14Jun51, Cool Spring Canning Co. (P)

DANDYBOY. R80135. SEE Gumpertz (William H.) Company.

DICKINSON (ALBERT) COMPANY.
Dickinson's Evergreen. (Grass seed) © 6Nov23, Label 26719. R73737, 1Feb51, The Albert Dickinson Co. (P)

DICKINSON'S Evergreen. R73737. SEE Dickinson (Albert) Company.

DO it in writing. R78618. SEE Egry Register Company.

EGRY REGISTER COMPANY.
Do it in writing. (Autographic registers) © 28May23, Print 7424. R78618, 21May51, The Egry Register Co. (P)

FLORIDA Arms. R75033. SEE Gentile Brothers Company.

FRENCH SARDINE COMPANY OF CALIFORNIA.
Messina. (Tuna fish) © 6Aug23, Label 26609. R74244, 13Feb51, The French Sardine Co. of California (P)

FUNSTEN (R. E.) COMPANY.
Funsten's. (Nuts) © 23Nov23, Label 26780. R75989, 21Mar51, R. E. Funsten Co. (P)

FUNSTEN'S. R75989. SEE Funsten (R. E.) Company.

GEM; quick as a wink. R77584. SEE Gem Polish Manufacturing Company.

GEM POLISH MANUFACTURING COMPANY.
Gem; quick as a wink. (Polish) © 20Sep23, Label 26743. R77584, 23Apr51, Gem Polish Manufacturing Co. (P)

GENTILE BROTHERS COMPANY.
Florida Arms. (Grapefruit and oranges) © 26Oct23, Label 26905. R75033, 23Feb51, Gentile Bros. Co. (P)
Gentile special. (Citrus fruits) © 26Oct23, Label 26906. R75034, 23Feb51, Gentile Bros. Co. (P)
Queen. (Oranges and grapefruit) © 26Oct23, Label 26907. R75035, 23Feb51, Gentile Bros. Co. (P)
Super X. (Oranges and grapefruit) © 26Oct23, Label 26902. R75032, 23Feb51, Gentile Bros. Co. (P)

GENTILE special. R75034. SEE Gentile Brothers Company.

GOLDEN. R73997. SEE United Biscuit Company of America.

GUMPERTZ (WILLIAM H.) COMPANY.
Dandyboy. (Tomatoes) © 2Jun24, Label 27544. R80135, 27Jun51, The Wm. H. Gumpertz Co. (P)

HARRIS (A. W.) OIL COMPANY.
Harris oils and greases. © 19May24, Label 27650. R79315, 6Jun51, A. W. Harris Oil Co. (P)

HARRIS oils and greases. R79315. SEE Harris (A. W.) Oil Company.

THE HEART of the locomotive. R77779. SEE Locomotive Firebox Company.

HELLER (B.) AND COMPANY.
Heller's ice cream makes special pure vanilla extract. Date of publication 29Nov22, Date of registration in Patent Office 13Feb23, Label 25588. R73698, 15Dec50, B. Heller & Co. (P)

HELLER'S ice cream makes special pure vanilla extract. R73698. SEE Heller (B.) and Company.

HORSE Shoe Lily Hot. R79130. SEE Horse Shoe Pickle Works, ltd.

HORSE SHOE PICKLE WORKS, LTD.
Horse Shoe Lily Hot. (Food products) © 15Jan24, Label 27380. R79130, 29May51, Horse Shoe Pickle Works, ltd. (P)

INDUSTRIAL RESEARCH.
Nu Tron. (Radio tubes) © 24Apr24, Label 27374. R78810, 23May51, Industrial Research, Fred W. Brown (P)

INTERLAKE. R74677. SEE Interlake Tissue Mills Company, ltd.

INTERLAKE TISSUE MILLS COMPANY, LTD.
Blue Bird. (Toilet paper) © 2Apr23, Label 26175. R74678, 20Feb51, Interlake Tissue Mills Co., ltd. (P)
Interlake. (Toilet paper) © 2Apr23, Label 26174. R74677, 20Feb51, Interlake Tissue Mills Co., ltd. (P)
White Cross. (Toilet paper) © 2Apr23, Label 26176. R74679, 20Feb51, Interlake Tissue Mills Co., ltd. (P)

INTERNATIONAL SHOE COMPANY.
Red Goose shoes. © 20Oct23, Print 7213. R77891, 1May51, International Shoe Co. (P)

JORDAN (O. F.) COMPANY.
Jordan spreader. (Railroad snow plows, etc.) © 12Feb24, Print 7279. R76975, 13Apr51, O. F. Jordan Co. (P)

JORDAN spreader. R76975. SEE Jordan (O. F.) Company.

KEAGY, M. L.
Bunny cleaner. (Water softener and washing powder) © 1May23, Label 26180. R77538, 20Apr51, M. L. Keagy (P)

KEWPIE Tissue. R78420. SEE Wortendyke Manufacturing Company.

THE LEATHER that qualifies. R73153. SEE Trostel (Albert) and Sons Company.

LIBBY, MCNEILL AND LIBBY. Toy Store. (Canned goods) © 2Aug23, Print 6962. R72493, 8Jan51, Libby, McNeill & Libby (P)

LOCOMOTIVE FIREBOX COMPANY. The heart of the locomotive. (Thermic syphons) © 29Jun23, Print 6851. R77779, 26Apr51, Locomotive Firebox Co. (P)

LONG ISLAND POULTRY ASSOCIATION, INC. Eggs, for poultry products. © 14May23, Label 26273. R73017, 3Jan51, Long Island Poultry Assn., inc. (P)

MANNION AND ARTHUR COMPANY. Shoot the plugs, use one 400 times and more. © 2Jul23, Print 6924. R79600, 14Jun51, Mannion & Arthur Co. (P)

MARTY (F.) AND COMPANY. Mayflower. (Candles) © 29Oct23, Label 26755. R75407, 5Mar51, F. Marty & Co. (P)

MARYLAND PHARMACEUTICAL COMPANY. Rem. (Cough medicine) © 12Jul23, Label 26493. R73740, 1Feb51, The Maryland Pharmaceutical Co. (P)

MAYFLOWER. R75407. SEE Marty (F.) and Company.

MAYPOLE worsted yarns. R78809. SEE Oregon Worsted Company.

MESSINA. R74244. SEE French Sardine Company of California.

MILLER BROTHERS COMPANY. Colonial Dames. (Hosiery) © 15Mar24, Label 27336. R78437, 14May51, Miller Brothers Co. (P)

THE MINERAL Wax Twins Clean & Good. R76638. SEE Columbia Carbon Company.

NU Tron. R78810. SEE Industrial Research.

NO. 6 Burgess A battery. R74252. SEE Burgess Battery Company.

OREGON WORSTED COMPANY. Maypole worsted yarns. © 1Mar24, Label 27300. R78809, 23May51, Oregon Worsted Co. (P)

PETER Pan. R79222 ... SEE Peter Pan, inc.

PETER PAN, INC. Peter Pan. (Canned peas) © 1Jun23, Label 26232. R79222, 31May51, Peter Pan, inc. (P)

Peter Pan. (Canned corn) © 1Jun23, Label 26233. R79223, 31May51, Peter Pan, inc. (P)

PIERCES Utah tomatoes. R76378. SEE Utah Canning Company.

PLACENTIA MUTUAL ORANGE ASSOCIATION. Caledonia. (Lemons) © 7Apr24, Label 27605. R78631, 21May51, Placentia Mutual Orange Assn. (P)

Shamrock. (Lemons) © 7Apr24, Label 27604. R78630, 21May51, Placentia Mutual Orange Assn. (P)

QUEEN. R75035. SEE Gentile Brothers Company.

PURE Gold. R75823. SEE Roddenbery Brothers.

PUTNEY (STEPHEN) SHOE COMPANY. Putney Walkeasy shoe. © 2Jan24, Label 27075. R77586, 9Apr51, Stephen Putney Shoe Co. (P)

PUTNEY Walkeasy shoe. R77586. SEE Putney (Stephen) Shoe Company.

RED Goose shoes. R77891. SEE International Shoe Company.

RODDENBERY (W. B.) Company, inc., d.b.a. Roddenbery Brothers. SEE Roddenbery Brothers.

RODDENBERY BROTHERS. Pure Gold. (Cane syrup) © 1Feb24, Label 27211. R75823, 14Mar51, W. B. Roddenbery Co., inc., d.b.a. Roddenbery Bros. (P)

SHAMROCK. R78630. SEE Placentia Mutual Orange Association.

SHOOT the plugs, use one 400 times and more. R79600. SEE Mannion and Arthur Company.

SUPER X. R75032. SEE Gentile Brothers Company.

TAYLOR (G. C.) COMPANY. Taylor's Oil of Life for man or beast. (Liniment) © 1Oct23, Label 26848. R74462, 16Feb51, G. C. Taylor Co. (P)

TAYLOR'S Oil of Life for man or beast. R74462. SEE Taylor (G. C.) Company.

TEXAS CITRUS FRUIT GROWERS EXCHANGE. Texas Citrus Fruit Growers Exchange. © 29Sep23, Label 26648. R76476, 6Apr51, The Texas Citrus Fruit Growers Exchange (P)

TEXAS CONSUMERS COMPANY. Texcomo coffee. © 5Jan24, Label 27236. R76379, 4Apr51, Texas Consumers Co. (P)

TEXCOMO coffee. R76379. SEE Texas Consumers Company.

TOY Store. R72493. SEE Libby, McNeill and Libby.

TROSTEL (ALBERT) AND SONS COMPANY. The leather that qualifies. © 8Sep23, Print 7114. R73153, 18Jan51, Albert Trostel & Sons Co. (P)

UNITED BISCUIT COMPANY OF AMERICA. Golden. (Zwieback) © 1Jun23, Label 26529. R73997, 5Feb51, United Biscuit Co. of America, assignee of Manchester Biscuit Co. (P)

UTAH CANNING COMPANY. Pierces Utah tomatoes. © 15Nov23, Label 26981. R76378, 4Apr51, The Utah Canning Co. (P)

WASHOUGAL WOOLEN MILLS. Washougal Woolen Mills. (Woolen goods) © 5Jul23, Label 26810. R74750, 21Feb51, Washougal Woolen Mills (P)

WHITE Cross. R74679. SEE Interlake Tissue Mills Company, ltd.

WORTENDYKE MANUFACTURING COMPANY. Kewpie Tissue. (Toilet paper) © 18Apr24, Label 27372. R78420, 11May51, Wortendyke Manufacturing Co. (P)

ZION graham crackers. R74863. SEE Zion Industries, inc.

ZION INDUSTRIES, INC. Zion graham crackers. © 10Aug23, Label 26794. R74863, 27Feb51, Zion Industries, inc. (P)

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VOLUME 5, PART 11 B, NUMBER 2

Commercial Prints and Labels

JULY–DECEMBER

1951

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Third Series

VOLUME 5, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY–DECEMBER

1951

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TABLE OF CONTENTS

Page
Commercial Prints and Labels........................... 105
Renewals.. 203

PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from July 1, 1951, through December 31, 1951. Renewal registrations in this class made in this period are listed in the second section of this catalog.

Arrangement.—The first section of this catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from joint claimants and from variant forms of names.

The second section consists of an alphabetical list of prints and labels for which renewal copyrights were registered during the period covered by this catalog. Brief entries in the form of cross-references are included for joint claimants and for titles.

Bibliographic Data.—Each main entry for current works includes 1) title; 2) source data; i. e., name and issue date of periodical or newspaper in which the advertisement appeared, when such information was obtainable from the deposit or application; 3) statement of the nature of the article to which the print or label relates; 4) brief physical description of the item. Labels are designated by the term "label" and prints are described by the use of the terms, "sheet," "card," etc. For renewals the entry includes, in addition to the heading which is the renewal claimant 1) title and 2) a statement of the nature of the article to which the print or label relates.

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The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the "Table of Organization" which faces the title page in this issue. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two copies have been deposited, under section 215 of Title 17 of the United States Code, are distinguished by a zero immediately following the symbol. The symbol R does not represent a class designated by the Copyright Act, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under symbols other than those listed for the particular part if the subject matter or type of material of these registrations is similar to that generally included.

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ABBREVIATIONS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as
©	—copyright symbol
ca.	—circa
col.	—colored
d.b.a.	—doing business as
l.	—leaf, leaves
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised, revised by, revision
t.a.	—trading as
v., vol.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1951

Commercial prints and labels	5,570
Renewals	37

The above figures show the registrations for commercial prints and labels for July–December 1951, but does not necessarily represent the exact number of entries in this issue of the *Catalog*. Registration figures for other classes of material may be found in the respective catalogs.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise, registered during the period covered by this issue. Each registration is entered under the name of the copyright claimant. Cross-references from joint claimants and from variant forms of names are interfiled with the main entries.

A

ABBOTT LABORATORIES ©.

Arterias de la base del cerebro. Rutín Abbott. (Pharmaceuticals) Folder. © 14Jun51; KK63681.

Cefaledema alcohólico. Bevitín inyectable. (Pharmaceuticals) Folder. © 10Sep51; KK66308.

Dormire bene la notte, ma come? Nembutal. (Pharmaceutical) Folder. © 3Aug51; KK64734.

Feto a têrmo no útero. Polivitaminas. (Pharmaceuticals) Folder. © 16Jun51; KK63680.

For better health. (Pharmaceuticals) Sheet. © 20Aug51; KK65442.

For the armchair voyager, effective hematinic. Iberol tablets. (Pharmaceuticals) Folder. © 4Oct51; KK67053.

High initial peak, prolonged levels. New 800,000-unit penicillin. Abbocillin 800M. (Pharmaceutical) Folder. © 23Nov51; KK68150.

It's good mixed in infants' food or liquids, but as soon as they know what a spoon is for. Vi-Daylin. (Pharmaceutical) Folder. © 6Aug51; KK64732.

Our most important service, compounding your prescription. (Pharmaceuticals) Sheet. © 20Aug51; KK65441.

Pancreas. Dulzor sin azúcar. Sucaryl. (Pharmaceuticals) Folder. © 13Jul51; KK64250.

Pulmones. Una dosis ... Abbocilina S/A. Dayamín tabletas. (Pharmaceuticals) Folder. © 8Nov51; KK68291.

Quando desejos do momento obscurecem pensamentos do futuro. Dicaldimin. (Pharmaceutical) Folder. © 6Aug51; KK64731.

Rinforzare i capillari fragili. Rutin, Abbott; Rutin C, Abbott. (Pharmaceutical) Folder. © 29Oct51; KK67298.

Rosario raquítico. Dayamín emulsión para niños. (Pharmaceutical) Folder. © 15Aug51; KK64733.

Sinir sistemi. Bejectal. (Pharmaceutical) Folder. © 31Oct51; KK67297.

Sistema ventricular do cérebro. Nembutal. (Pharmaceutical) Folder. © 17Sep51; KK66309.

To slow him down. Here's a new approach to mild sedation. Numbutal elixir. (Pharmaceutical) Folder. © 16Jul51; KK64249.

Um laxante mecânico não irritante. Gelpisil. (Pharmaceuticals) Folder. © 19Jul51; KK64251.

What of the harvest? Dicaldimin, Cecon. (Pharmaceuticals) Folder. © 6Sep51; KK67089.

When desires of the moment obscure thoughts of the future. Dicaldimin. (Pharmaceutical) Folder. © 5Oct51; KK66593.

When respiratory infections grip your patients, use inhaled penicillin powder ... Aerohalor. (Pharmaceuticals) Folder. © 4Oct51; KK67052.

Who-o-o-sh. He's heard the call for Vi-Daylin. (Pharmaceuticals) Folder. © 16Jul51; KK64252.

ACCURATE PARTS MANUFACTURING COMPANY ©.

How to insure a good clutch job. (Automobile parts) Folder. © 19Sep51; KK66165.

ACME CHEMICAL COMPANY ©.

Sanitation control by the Klomine method. (Sanitation products) Folder. © 1Nov51; KK68619.

Sanitation handbook. A guide ... in organizing and conducting a successful sanitation program in the industrial plant. (Sanitation products) 40 p. © 1Nov51; KK68618.

ACME PALLET COMPANY, INC. ©.

Acme pallet catalog-handbook no. 156. (Wooden pallets) 14 p. © 7Sep51; KK66453.

ACME STEEL COMPANY ©.

Metal stitching, a new technique in fastening. (Stitching machine) 11 p. © 17Sep51; KK68412.

ADAM HAT STORES, INC. ©.

Compare. Adam hats. Sheet from Life, Apr. 9, 1951, p. 43. © 9Apr51; KK65740.

Compare quality, styling, prices. Adam hats. Sheets from Life, Sept. 17, 1951, p. 136-137. © 17Sep51; KK65741.

Straws, straws, straws. Adam hats. Sheet from Life, June 4, 1951, p. 120. © 4Jun51; KK65739.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

Do it the hard way, says the Paperwork Pirate. Addressograph-Multigraph. (Office equipment) Sheet from American business, Nov. 1951, p. 45. © 10Nov51; KK68313.

I'll get 'em all before quitting time. Addressograph-Multigraph. (Office equipment) Sheet from Time, Sept. 3, 1951, p. 119. © 30Aug51; KK66426.

Most expensive man in the business. Addressograph, Multigraph. (Office equipment) Sheet from Newsweek, July 2, 1951, p. 3. © 28Jun51; KK63618.

The Paperwork Pirate is doomed. Addressograph-Multigraph. (Office equipment) Sheet from Business week, Nov. 24, 1951, p. 51. © 24Nov51; KK68314.

Pirate's domain. Addressograph-Multigraph production machines for business records. Sheet from Newsweek, Aug. 6, 1951, p. 58. © 2Aug51; KK64399.

The thief that lurks behind every sheet of paper. Addressograph-Multigraph production machines for business records. Sheet from Business week, Sept. 22, 1951, p. 81. © 22Sep51; KK66425.

ADLER STEEL PRODUCTS COMPANY ©.

Alkote anti-stripping additive for bituminous materials. For bituminous pavement. For [road] maintenance jobs. Folder. © 1Oct51; KK67252.

En-V-Ar - N.V.R. - air entrainment solution ... neutralized Vinsol resin. Label. © 25Jun51; KK63322.

ADVERTISERS' Service Division, Merit Displays Company. SEE Merit Displays Company. Advertisers' Service Division.

ADVERTISING and Sales Promotion Divisions, General Electric Company. SEE General Electric Company. Advertising and Sales Promotion Divisions.

ADVERTISING ASSOCIATES, INC. ©.

The 181 most wanted Christmas gifts in America. Plus a new gift group credit plan. Kay Jewelers. (Jewelry) 23 p. © 31Oct51; KK67290.

ADVERTISING DISTRIBUTORS OF AMERICA, INC.

For food and drug executives ... (Mailing coupons service) Sheets from Tide, Sept. 7, 1951, p. 4-5. © The Advertising Distributors of America, inc.; 7Sep51; KK66753.

AERCO CORPORATION ©.

The new design heat exchanger, having internal compensator ... hot water generator. Bulletin 22. 7 p. © 15Jun51; KK63753.

AHDAWAGAM Division, Consolidated Water Power and Paper Company. SEE Consolidated Water Power and Paper Company. Ahdawagam Division.

AIR FRANCE ©.

As exciting as a café chantant, as spacious as a Paris salon. Go Air France. (Air transportation) Sheet from Esquire, Apr. 1951, p. 44. © 1Apr51; KK64647.

ALVEY-FERGUSON COMPANY.
Scientifically planned conveyors. Alvey-Ferguson. 54 p. © The Alvey-Ferguson Co.; 7May51; KK64507.

AMARILLO ICE COMPANY ©.
More cold surfaces to make and keep drinks colder. Arc-Ice. Sheet from the Amarillo globe, July 30, 1951, p. 13. © 30Jul51; KK64443.

AMERICAN ABRASIVE METALS COMPANY ©.
Prevent slipping on walkways. Feralun Anti-Slip treads. Bulletin no. 258. Folder. © 26Sep51; KK66781.

Stop accidents like these. Use Fera-Mat non-slip floor covering. Folder. © 31May51; KK63836.

AMERICAN BAKERS ASSOCIATION ©.
Bread; best ammunition to load a cowboy with. Sheet from McCall's, Aug. 1951, p. 89. © 25Jul51; KK64831.

Bread helps make scholars bright as dollars. (Bakery products) Sheet from Look, Sept. 11, 1951, p. 50. © 28Aug51; KK66316.

Bread helps turn a lack-a-daisy into an ups-a-daisy. (Bakery products) Sheet from Scholastic teacher, Oct. 10, 1951, p. 27. © 10Oct51; KK67096.

Dynamos keep going best on bread. [Picnic scene, bread ingredients chart, etc.] Sheet from Woman's home companion, July 1951, p. 65. © 22Jun51; KK63801.

Everybody loves 'em, any time. [Plate of donuts, cup of coffee] (Bakery goods) Sheet from Look, Oct. 9, 1951, p. 79. © 25Sep51; KK67092.

How to fix a hearty breakfast, quick and easy. Add sweet rolls, so good and nourishing. Sheet from Good housekeeping, July 1951, p. 146. © 20Jun51; KK63806.

How to fix a hearty breakfast, quick and easy. (Bakery goods) Sheet from McCall's, Nov. 1951, p. 82. © 20Oct51; KK67098.

Summertime is sandwich time, time to pick up extra profits. (Bread) Sheet from the Clover farm bee, Aug. 1951, p. 3. © 9Jul51; KK63809.

These are rocket engines, they run best on bread. [Boy and girl on bicycles, sandwich, glass of milk] (Bakery goods) Sheet from Saturday evening post, Oct. 20, 1951, p. 183. © 17Oct51; KK67093.

This year, give a fruit cake, the traditional holiday treat. (Cake on silver plate with several slices of cake on plate ...) Sheet from Ladies' home journal, Dec. 1951, p. 102. © 28Nov51; KK68097.

Why drudge away your day like this? (Bakery products) Sheet from Woman's home companion, Aug. 1951, p. 18. © 17Jul51; KK66263.

Why mess up your day like this? (Cake) Sheet from Look, June 5, 1951, p. 85. © 22May51; KK63196.

Why wear yourself out like this, when bakers bake such luscious pie as this. (Bakery goods) Sheet from Good housekeeping, Nov. 1951, p. 145. © 20Oct51; KK67094.

Your daily bread; a dramatic story of its history. (Bakery products)
3. Baking as a profession. Sheet from Scholastic teacher, Sept. 26, 1951, p. 2 of cover. © 26Sep51; KK67095.
4. Bread and the mill wheel. Sheet from Scholastic teacher, Oct. 10, 1951, p. 19-T. © 10Oct51; KK67097.

AMERICAN BRAKE SHOE COMPANY ©.
Cast iron so tough it twists like twine. Ductile iron. Sheet from Business week, Sept. 22, 1951, p. 109. © 22Sep51; KK65771.

How many lives will 29,713 Pedal Bloks save? American Brakeblok Pedal Blok. (Brake lining) Sheet from Automotive news, Sept. 10, 1951, p. 19. © The American Brake Shoe Co.; 10Sep51; KK67422.

How to move mountains at low cost. Amsco pump. Sheet from Business week, June 16, 1951, p. 117. © 14Jun51; KK63676.

More stops on a penny. American Brakeblok. (Brake linings) Sheet from Transport topics, Oct. 15, 1951, p. 18. © The American Brake Shoe Co.; 15Oct51; KK68316.

More stops on a penny. American Brakeblok brake lining. Sheet from Fleet owner, May 1951, p. 178. © The American Brake Shoe Co.; 1May51; KK66472.

Sprocket life tripled by hardfacing. (Welding products) Sheet from Business week, Aug. 11, 1951, p. 59. © 11Aug51; KK65362.

These 3 inches can save or lose lives and loads. (Brake lining) Sheet from Business week, Oct. 6, 1951, p. 53. © 6Oct51; KK67787.

AMERICAN BRAKE SHOE COMPANY. American Brakeblok Division ©.

Roll more tonnage with A-B-K roll neck and slipper bearings. Folder. © 12Nov51; KK67782.

AMERICAN BRAKE SHOE COMPANY. Kellogg Division ©.
Now 3 times the refinishing volume. Auto-Bake oven. Sheet from Auto body and reconditioner car, June 1951, p. 33. © 29May51; KK63678.

Spray gun or outfit. Kellogg-American. Sheets from Jobber topics, Aug. 1951, p. 142-3. © 15Aug51; KK65331.

We're making money and cutting costs with factory method finishing. (Automobile painting equipment) Sheet from Automotive news, Sept. 10, 1951, p. 14. © 10Sep51; KK65772.

AMERICAN CABINET HARDWARE CORPORATION ©.
Amerock matched cabinet hardware, when you paint, remodel or build. Sheet from House & garden book of building, p. 188. © 14Apr51; KK63938.

AMERICAN CHAIN AND CABLE COMPANY.
Now, Acco Registered wire rope slings immediately available. Folder. © American Chain & Cable Co. (in notice: American Chain & Cable Co., inc.); 15Oct51; KK67931.

AMERICAN CIGARETTE AND CIGAR COMPANY, INC.
Give your customers the smoke they want. Pall Mall. (Cigarettes) Sheet from Vend, June 1951, p. 5. © American Cigarette & Cigar Co.; 1Jun51; KK63162.

AMERICAN COAL COMPANY ©.
A-C stands for automatic comfort and air-comfort. (Fuel and heating service) Sheet from Hartford times, July 23, 1951. © 23Jul51; KK63952.

AMERICAN DISTILLING COMPANY.
Guckenheimer bourbon. (Whiskey) Label. © The American Distilling Co.; 10Dec51; KK68689.

Guckenheimer Reserve. Whiskey, a blend, eighty-six proof, four fifths quart. Label. © The American Distilling Co.; 15Sep51; KK66145.

Guckenheimer Reserve. Whiskey, a blend, eighty-six proof, one pint. Label. © The American Distilling Co.; 15Sep51; KK66146.

Vandermere. (Whiskey) Label. © The American Distilling Co.; 21Nov51; KK68194.

AMERICAN EXPORT LINES ©.
Sisters under the sun - Independence, Constitution. (Steamship service) Sheet from Esquire, Oct. 1951, p. 2. © 7Sep51; KK65329.

Something new under the sun. Constitution, Independence. (Steamship service) Sheet from Time, Nov. 5, 1951, p. 67. © 31Oct51; KK67444.

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Formont, the invisible sanitary belt and protector. Folder. © 6Aug51; KK65485.

Formont, the invisible sanitary belt and protector. (Sales order blank) Sheet. © 13Aug51; KK65487.

AMERICAN HOME FOODS, INC. ©.
Big coffee sale. G. Washington's. Sheet. © 18Oct51; KK66853.

Big coffee sale. Save 15¢ on the large 8 oz. can of G. Washington's. (Instant coffee) Sheet. © 6Sep51; KK66400.

G. Washington's instant coffee has made more new friends in Chicago than any other brand! Sheet from Chicago tribune, June 29, 1951, p. 11. © 29Jun51; KK63327.

AMERICAN ISSUES PRESS, INC. ©.
Keep this mighty magic moving. (Book fold mailer for "The son of a shepherd who told by the stars"; book) Label. © 25Jul51; KK64678.

The son of a shepherd who told by the stars. (Dust cover; book) Label. © 7Aug51; KK64677.

This is your handy order form [for "The son of a shepherd who told by the stars"; book] Envelope. © 25Jul51; KK64679.

AMERICAN-LAFRANCE-FOAMITE CORPORATION ©.
Correct fire protection. Alfco. (Fire fighting equipment) 26 p. © 9Jul51; KK63826.

AMERICAN LIQUID GAS CORPORATION ©.
Algas. Butane-propane carburetion conversion equipment. Folder. © 1Dec50 (in notice: 1951); KK63834.

Instructions for adjusting Algas 1400 series multi-jet carburetors. Sheet. © 29Jun51; KK63319.

Instructions for adjusting Algas 1600 series mixers. (Carburetion conversion equipment) Sheet. © 25Jul51; KK64065.

LP-Gas plants and equipment. Folder. © 15Aug51; KK65182.

AMERICAN LITHOFOLD CORPORATION ©.
I'm forever making doodles, pesky doodles in the air. American Lithostrip. (Business forms) Sheet from American business, Aug. 1951, p. 41. © 15Aug51; KK66925.

AIRBORNE ACCESSORIES CORPORATION ©.

Consult your 1951 I.A.S. Aeronautical engineering catalog. Airborne. (Aircraft equipment) Sheet from Aviation week & aeronautical engineering review, July 30, 1951, p. 8. © 30Jul51; KK66717.

500 lb. -in. pocket-sized Anglgear. Sheet from Aviation week & aeronautical engineering review, Oct. 22, 1951, p. 8. © 22Oct51; KK66943.

For the toughest jobs pick the huskiest. Trim-Trol. Sheet from Aviation week & aeronautical engineering review, Nov. 19, 1951, p. 10. © 19Nov51; KK68148.

How long would it take you to form grind a die for this part? Dupliform. (Machine tools) Sheet from American machinist, July 9, 1951, p. 240. © 9Jul51; KK66719.

Load-sensitive Rotorette. (Aircraft equipment) Sheet from Aviation week, Sept. 10, 1951, p. 7. © 10Sep51; KK66718.

New Rotorette load sensitive rotary actuator with adjustable positive stops. (Aircraft equipment) Sheet from Aviation week, Sept. 24, 1951, p. 11. © 24Sep51; KK66716.

AIRCRAFT-MARINE PRODUCTS, INC. ©.

A-MP Corro-Pruf solderless terminals for critical applications. (Wiring devices) Folder. © 18Sep51 (in notice: 1950); KK66128.

A-MP heavy duty power terminals and connectors for wire sizes 6 to 4/0. (Solderless electrical wiring devices) 16 p. © 1Aug51; KK64254.

A-MP technical data catalog. The story behind the A-MP terminal you buy. (Solderless electrical wiring devices) 77 p. © 31Jul51; KK64255.

Aha, I'm glad you asked. Today we live in a world of electricity. A-MP, Certi-Crimp. (Solderless electric wiring devices) Pamphlet. © 27Aug51; KK65140.

How to sell A-MP Auto Ends solderless terminals. (Wiring devices) 14 p. © 18Sep51 (in notice: 1950); KK66127.

Instructions for installing AMP Plasti-Grip butt splices 34067 and 34070. (Solderless electrical wiring devices) Sheet. © 14Nov51; KK67576.

Serving the power industry. Terminal and tools. A-MP. (Solderless electrical wiring devices) Folder. © 27Aug51; KK65141.

Something new from A-MP. A-MP pre-insulated flag. (Solderless electrical wiring devices) Sheet. © 27Aug51; KK65142.

AIRPLANT CORPORATION ©.

9 selling points on the Miracle Airplant. (Air odor neutrilizer) Sheet. © 15Nov51; KK68198.

AJAX-UNIVERSAL.

The fascinating new game. Dice Ball. Pamphlet. © Ajax-Universal, A. J. Henseler, sole owner; 23Aug51; KK66890.

AKRON TREAD WIRE COMPANY.

Hawkinson wire treads, instructions for applying. 5 p. © The Akron Tread Wire Co.; 15Nov51 (in notice: 1950); KK68050.

Proof of the extras you get in safety and service with Hawkinson wire treads. Folder. © The Akron Tread Wire Co.; 18Nov51; KK68049.

ALADDIN INDUSTRIES, INC. ©.

Add a light touch. Aladdin. (Lamps) Sheet from Better homes & gardens, Oct. 1951, p. 211. © 25Sep51; KK68465.

A brand new idea in vacuum bottles. Aladdin Hy-Lo. Sheet from Good housekeeping, July 1951, p. 160. © 20Jun51; KK68466.

Keep 'em happy with Hoppy. Aladdin Hopalong Cassidy. (Vacuum bottles and kits) Sheet from Parents' magazine, Sept. 1951, p. 3 of cover. © 25Aug51; KK68464.

Only the Aladdin Hy-Lo vacuum bottle has the Sweet Seal rubber stopper. Sheet from the Saturday evening post, Nov. 24, 1951, p. 129. © 24Nov51; KK68463.

ALAN-GALE HOSIERY COMPANY ©.

Star Lyte, distinctive nylons. (Hosiery) Label. © 20Sep51; KK67022.

ALBRIGHT COMPANY.

Albright, the tag of known quality. (Janitor supplies) Label. © Albert Lorch, t.a. Albright Co.; 17Sep51; KK65469.

ALCOA STEAMSHIP COMPANY, INC. ©.

Beauty runs wild in the Caribbean. Alcoa. (Cruise) Sheet from Holiday, Sept. 1951, p. 118. © 20Aug51; KK65330.

The Caribbean hangs peacocks in its trees. Alcoa. (Caribbean tours & flower prints) Sheet from Holiday, Aug. 1951, p. 2 of cover. © 24Jul51; KK64104.

Floorshow of floral beauty. Alcoa serves the Caribbean. (Cruises) Sheet from Holiday, Oct. 1951, p. 76. © 17Sep51; KK66026.

Music for your eyes. Alcoa serves the Caribbean. (Cruises) Sheet from Holiday, Nov. 1951, p. 96. © 17Oct51; KK67785.

ALDAN RUBBER COMPANY ©.

Aldanack. (Rubber products) Folder. v. 13, no. 10. © 22Oct51; KK68286.

ALL-AMERICAN GAMES COMPANY.

All-American Baseball. A game created for adults and children ... Label. © All-American Games Co., a firm composed of John H. Grim, George Vordermark, Lucille Jarvis & Charles L. Jarvis; 19Jul51; KK63907.

ALLEN, Albert, d.b.a. Blocaris Company. SEE Blocaris Company.

ALLIED CHEMICAL AND DYE CORPORATION ©.

June grazing in January ... in Tennessee. Arcadian, A-N-L. (Fertilizer) Folder. © 15Aug51; KK65752.

ALLIED CONTROL COMPANY, INC. ©.

Allied's new 50G sub-miniature [electrical] relays. Bulletin 1002. Folder. © 6Dec51; KK68631.

ALLIED ELECTRIC PRODUCTS, INC. ©.

The best buy per square inch of viewing area. Trade bulletin no. 1. Sheldon Telegenic picture tubes. Sheet. © 2Nov51; KK67490.

Don't let him pitch you. Sheldon Telegenic. (Television picture tubes) Sheet from Radio & television retailing, May 1951, p. 111. © 10May51; KK66473.

General characteristics & dimensions. June 1951. Sheldon Telegenic picture tubes. Folder. © 20May51; KK66479.

No eye strain with a Sheldon Telegenic picture tube. Sheet from Radio & television retailing, June 1951, p. 13. © 10Jun51; KK66475.

No washday blues at Sheldon. Telegenic. (Television picture tubes) Sheet from Radio & television journal, Feb. 1951, p. 37. © 10Feb51; KK66476.

Save critical materials. Sheldon Electrostatic Focus Telegenic. (Television picture tubes) Sheet from Radio & television retailing, Apr. 1951, p. 19. © 10Apr51; KK66474.

Sheldon electron tube. (Tube carton) Label. © 6Jul51; KK68001.

Sheldon thermal delay relays. Catalog no. 6-0, 120-0 ... (Electrical appliances) Sheet. © 16Jul51; KK66304.

Television misinformation. June 1951. (Picture tubes) 19 p. © 27May51; KK66477.

Use Sheldon Telegenic picture tubes for replacements, conversions & initial equipment. Sheet from Western radio & appliances, Mar. 1951, p. 7. © 1Mar51; KK66478.

Why the screen of a Sheldon Telegenic picture tube gives the finest picture quality. Bulletin S-5. Folder. © 1Aug51; KK66303.

ALLIED MILLS, INC. ©.

The brand in demand. Wayne feeds. Wayne I.Q., Wayne I.B. [turkey feeds] Sheet from Turkey world, Nov. 1951, p. 35. © 5Nov51; KK67282.

Winterize your fall pigs with new, amazing Wayne Tail Curler. (Pig feed) Sheet from Better farming methods, Nov. 1951, p. 31. © 1Nov51; KK67731.

ALLIED WESTERN DISTRIBUTORS, INC. ©.

Gifts'n gadgets. (Kitchen and bar accessories) 20 p. © 15Oct51; KK67141.

ALLISON-KAUFMAN COMPANY ©.

Guaranteed 1/4 carat gentlemen's diamond rings. Prince, Baron, Duke. Poster. © 15Sep51; KK65663.

ALMAR METAL ARTS ©.

The cowboy. A souvenir for you. [Gun and holster mailer] (Toy guns) Label. © 25May51; KK63765.

ALRICH MANUFACTURING COMPANY, INC. ©.

Planet Patrol. To all junior spacemen. (Children's play costume) Label. © 19Nov51; KK68366.

ALTES BREWING COMPANY ©.

All change to real old-fashioned beer. Altes Lager. Poster. © 24Sep51; KK66481.

Goodness! Real old fashioned beer. Altes. Poster. © 22Jul51; KK65269.

ALUMINUM COOKING UTENSIL COMPANY.

Aristocrat of pressure cookers. Wear-Ever. Sheet from Good housekeeping, May 1951, p. 170. © The Aluminum Cooking Utensil Co.; 16Apr51; KK65904.

The coffee pots that went to college. Wear-Ever aluminum. Sheet from Better homes & gardens, Sept. 1951, p. 129. © The Aluminum Cooking Utensil Co.; 28Aug51; KK65361.

For coffee with a college education, insist on a Wear-Ever coffeemaker. Sheet from McCall's, Oct. 1951, p. 92. © The Aluminum Cooking Utensil Co.; 21Sep51; KK65773.

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When a man makes his living milking cows ... Surge Tug & Pull. (Milking machine) Sheet from Hoard's dairyman, Mar. 25, 1951, p. 4 of cover. © 25Mar51; KK64691.

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Your next step to bigger profits, the Surge milker stall. (Milking machine) Sheet from California farmer, May 19, 1951, p. 4 of cover. © 19May51; KK64690.

Your Surge service dealer makes your Surge milker worth more money. Tug & Pull. (Milking machine) Sheet from Pure milk, Apr. 1951, p. 4 of cover. © 16Apr51; KK64700.

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Bacharach maintenance tools for Diesel injectors and nozzles. Sheet. © 23Nov51; KK67896.

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1951 is the year for Christmas wonderland, a storewide promotion. (Department store merchandise) Pamphlet. © 24Sep51; KK66646.

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April showers have jewel button-selling powers. B.G.E. Originales. Sheet from Notion and novelty review, Apr. 1951, p. 2. © 25Mar51; KK63569.

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Sheet from Butterick pattern book, fall 1951, p. 55. © 20Aug51; KK65506.

Simplicity pattern 3581. Sheet from Simplicity pattern book, fall & winter 1951, p. 85. © 15Aug51; KK65511.

Vogue pattern 1148. Sheet from Vogue pattern book, autumn 1951, p. 72. © 17Sep51; KK65513.

B. G. E. buttons it up! (Buttons) Sheet from Notion and novelty review, May 31, 1951, p. 2. © 31May51; KK63358.

B.G.E. has the right button for every need. Originales. Sheet from Good housekeeping, Sept. 1951, p. 292. © 15Aug51; KK65507.

The bigger the better, says Paris. B-G-E Originales. (Buttons) Sheet from Notion & novelty review, July 1951, p. 2. © 25Jun51; KK65510.

Brightest button ads a-going. B-G-E Originales. Sheet from Notion & novelty review, Aug. 1951, p. 2. © 25Jul51; KK65509.

Now, B-G-E Originales bring you a complete new button department. Sheet from Notion & novelty review, Sept. 1951, p. 2. © 25Aug51; KK65508.

Picture buttons by B. G. E. (Buttons) Sheet from Department store economist, May 1951, p. 55. © 13Apr51; KK63359.

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Hair goods of style and quality. 32 p. © 23Feb51; KK63987.

BAKER BRUSH COMPANY, INC. ©.

How you gain when you sell brushes by Baker. Pamphlet. © 15Sep51; KK66526.

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Dazzleglazer; auto polish. Label. © 25Aug51; KK65026.

BALDWIN-LIMA-HAMILTON CORPORATION ©.

Testing topics. (Industrial testing equipment)

July-Sept. 1951. 12 p. © 1Nov51; KK67450.

BALDWIN PAPER COMPANY, INC. ©.

Baldwin official price list, Oct. '51. (Paper) 39 p. © 1Oct51; KK66025.

BALL BROTHERS COMPANY ©.

Can 'em and save with Ball Dome lids. Sheet from Parade, Aug. 19, 1951, p. 13. © 19Aug51; KK64756.

BALM POTATO GROWERS.

Balm brand Florida new potatoes. Label. © Bethel J. Sweat, t.a., d.b.a. Balm Potato Growers; 20Dec50; KK63580.

BALZER, Albert J. and Mae Balzer, d.b.a. The Cheese Box. SEE Cheese Box.

BALZER, Mae, and Albert J. Balzer, d.b.a. The Cheese Box. SEE Cheese Box.

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Down go prices in our exciting storewide August furniture sale. Folder. © 6Jun51; KK63257.

Gift suggestions. (Household furnishings) Folder. © 8Oct51; KK67062.

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Cash for your hospital and surgeon. The White Cross plan. (Insurance) Folder. © 9Jul51; KK63823.

From our thank you files. The White Cross plan. (Insurance) Folder. © 21Aug51; KK65246.

How much help will you need? White Cross. (Insurance) Folder. © 23Oct51; KK66968.

How much is this card worth to you and your family? The White Cross plan. (Insurance) Folder. © 15Aug51; KK64649.

An invitation to general managers. Rates, what about them? The White Cross plan. (Insurance) Folder. © 17Aug51; KK64650.

An invitation to participate in a fast growing plan for your family's protection. The White Cross plan. (Insurance) Folder. © 16Aug51; KK64648.

Is it worth a tear to share? The White Cross plan. (Insurance) Folder. © 19Sep51; KK65655.

It's true, hospital and surgical protection for your child. White Cross plan. Folder. © 2Jul51; KK63439.

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A popular plan in the Lone Star State. White Cross. (Insurance) Folder. © 25Oct51; KK66969.

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To pay you $500.00 per month starting right away and to continue the rest of your life. The Whie Cross plan. (Insurance) Folder. © 28Nov51; KK68249.

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I married you, not your father. (Insurance) Sheet. © 24Aug51; KK66436.

BANOWITZ, Benjamin, d.b.a. TV Time Foods. SEE TV Time Foods.

BARCHAS BOOK EXCHANGE ©.
Brooklyn College. Textbooks used & new. Sheet. © 4Sep51; KK65657.

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Corby's parrot. (Whiskey) Sheet. © 27Sep51; KK67364.

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Don't flip. Know why Barclay is your best buy. Barclay Plasticoated paneling. Sheet from Architectural record, Sept. 1951, p. 46. © 1Sep51; KK68298.

There are 3 darn good reasons why you can recommend and order Barclay Plasticoated paneling. Sheet from Architectural record, July 1951, p. 36-37. © 1Jul51; KK68297.

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Barland wholesale price list. Oct. 10, 1951. (Metal weatherstrips, etc.) Pamphlet. © Elmer Barringer, d.b.a. Barland Weatherstrip Material Co.; 15Nov51; KK67614.

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Drink Blue Diamond beverages. Label. © H. A. Long, d.b.a. Barq's Bottling Co.; 1Aug51; KK65491.

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Beauty is as beauty does. Barreled Sunlight. (Paint) Sheet from the Saturday evening post, May 19, 1951, p. 3 of cover. © 19May51; KK66569.

The paint that will give your home a sunny disposition. Barreled Sunlight. Sheet from the Saturday evening post, Sept. 15, 1951, p. 198. © 15Sep51; KK66568.

We're in love with a beautiful home. Barreled Sunlight. (Paint) Sheet from the Saturday evening post, Apr. 21, 1951, p. 181. © 21Apr51; KK66567.

BARRETT, Elizabeth L., d.b.a. B and L Distributing Company. SEE B and L Distributing Company.

BARRINGER, Elmer, d.b.a. Barland Weatherstrip Material Company. SEE Barland Weatherstrip Material Company.

BARRON-GRAY PACKING COMPANY.
Eveready carrot juice. Label. © Hawaiian Pineapple Co., ltd., d.b.a. Dole Sales Co. & Barron-Gray Packing Co.; 8Oct51 (in notice: 1950); KK66374.

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Banners of the tribes of Israel. Barton's. (Confectionery) Sheet. © 23Aug51; KK64882.

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Chanukah in Jerusalem and the story of the Holy Temple. Barton's. (Confections) Folder. © 7Nov51; KK67486.

Happy new year. Barton's. (Confectionery) Label. © 22Aug51; KK64839.

Parve confections. Label. © 26Nov51; KK67897.

Season's greetings. Barton's. (Confectionery) Label. © 21Oct51; KK66958.

BATES, Clayton P., William H. Jones and Norman McConney, d.b.a. K and K of Hollywood. SEE K and K of Hollywood.

BAUER and Black, Division of the Kendall Company. SEE Kendall Company. Bauer and Black Division.

BAUMANN, LUDWIG ©.
All set for fall. (Furniture, housewares, etc.) Pamphlet. © 27Aug51; KK64869.

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Care will save your tires. Look for the Golden Bear. (Automotive equipment) Sheet from the Saturday evening post, Mar. 10, 1951, p. 76. © 7Mar51; KK67441.

Do as the race drivers at the world's greatest race. Let Bear take care of your tires. (Automotive equipment) Sheet from the Saturday evening post, June 2, 1951, p. 136. © 30May51; KK67439.

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Beardsley 20 bite size codfish cakes. Label. © 26Oct51; KK67386.

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Beatrice Cooke's mealtime adventures. (Food products)

A dessert treat that's cool and sweet. (Beatrice Cooke, Hone-Rite knife sharpener ...) Sheet from the Saturday evening post, Sept. 15, 1951, p. 76. © 12Sep51; KK66011.

For June: Bridal shower menu. (Beatrice Cooke, Meadow Gold peppermint stick ice cream cup ...) Sheet from Ladies' home journal, June 1951, p. 7. © 25May51; KK68096.

Pilgrims' pride in a tureen. (Beatrice Cooke, cake à la mode) Sheet from Ladies' home journal, Nov. 1951, p. 116. © 31Oct51; KK67737.

Special, for September ... (Beatrice Cooke, special Hone-Rite knife sharpener ...) Sheet from Ladies' home journal, Sept. 1951, p. 182. © 28Aug51; KK65711.

Meadow Gold ice cream. [Package of raspberry ice cream; raspberry in halves, ice cream between] Sheet from Life, July 16, 1951, p. 97. © 13Jul51; KK63807.

Meadow Gold ice cream. [Package of strawberry ice cream; strawberry in halves, ice cream between] Sheet from Life, June 18, 1951, p. 136. © 15Jun51; KK63805.

Meadow Gold sherbet. [Package of pineapple sherbet; sherbet between pineapple halves] Sheet. © 17Aug51; KK64927.

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Father's Day. A Beau Brummell tie. Label. © 14May51; KK63265.

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Beautergent chlorophyll beauty bath. (Personal cleansers) Label. © Beautergent Products, Charles F. J. Dupuy, owner; 2Aug51; KK66047.

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And now the B-D Dynafit [hypodermic] syringe. Folder. © 5Sep51; KK65423.

Announcing the most important development in syringe manufacture. B-D Dynafit. (Hypodermic syringes) Folder. © 5Sep51; KK65551.

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Beech-Nut brand peanut butter. Label. © 9Oct51; KK66531.

Beech-Nut strained bananas. (Baby food) Label. © 11Sep51; KK65758.

BEECHER, David L., Katharine J. Beecher and Henry J. Beecher, composing the firm of Katharine Beecher. SEE Beecher, Katharine, firm.

BEECHER, Henry J., Katharine J. Beecher and David L. Beecher, composing the firm of Katharine Beecher. SEE Beecher, Katharine, firm.

BEECHER, KATHARINE, firm.
Katharine Beecher butter coffees. (Candy) Label. © Katharine Beecher, a firm composed of Katharine J. Beecher, Henry J. Beecher & David L. Beecher; 24Sep51; KK65790.

BEECHER, Katharine J., Henry J. Beecher and David L. Beecher, composing the firm of Katharine Beecher. SEE Beecher, Katharine, firm.

BELMONT RADIO CORPORATION ©.
Belmont Radio Corporation presents: How to interpret what you see. (Television receivers) 23 p. © 4Sep51; KK65451.

How Raytheon TV is futurized for 3-way television performance. Sheet from the Saturday evening post, Oct. 20, 1951, p. 188. © 20Oct51; KK67832.

Now, get all 3 with futurized Raytheon TV. Sheet from Life, Oct. 8, 1951, p. 72. © 8Oct51; KK67841.

Raytheon presents, How to interpret what you see. (Television receivers) 23 p. © 16Aug51; KK65401.

Why you can buy Raytheon TV with confidence. It's futurized for 3-way television performance. Sheet from Life, Oct. 22, 1951, p. 103. © 22Oct51; KK67833.

BELOND, Jesse S., Ruth M. Belond, Robert W. Hedman, and Donald F. Parrish, partners in Southern California Muffler Company. SEE Southern California Muffler Company.

BELOND, Ruth M., Jesse S. Belond, Robert W. Hedman, and Donald F. Parrish, partners in Southern California Muffler Company. SEE Southern California Muffler Company.

BELT CORPORATION ©.
Belt briefs. (Portable farm elevators) Folder. June, 1951. © 20May51; KK63386.

Belt Harvest-Handler portable farm elevators. Folder. © The Belt Corp.; 6Jul51; KK63610.

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Bendix television. Pamphlet. © 30Jun51; KK64142.

BENDIX Radio Division, Bendix Aviation Corporation. SEE Bendix Aviation Corporation. Bendix Radio Division.

BERKLINE CORPORATION.
Berk-Lock is a potent force in creating more sales. (Chairs) Sheet from Retailing daily, vol. 23, no. 155, p. 3. © The Berkline Corp.; 8Aug51; KK64542.

BERKMAN, Gerald, owner, Reliance Container Company. SEE Reliance Container Company.

BERLEW, Henry, sole owner, Fame of the Waters Tackle Company. SEE Fame of the Waters Tackle Company.

BERNIKER, Fred and Irving Berniker, composing the firm Mercury Notions Company. SEE Mercury Notions Company.

BERNIKER, Irving and Fred Berniker, composing the firm Mercury Notions Company. SEE Mercury Notions Company.

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Bersted's Hobby-Craft. Molding and coloring kit. (Toy) Label.
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Versenes. For exacting chemical control of cations in solution. Technical bulletin no. 2. Pamphlet. © 28Sep51; KK66283.

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Best's Liliputian gift bazaar. The enchantment of Christmas ... (Children's toys, clothing, etc.) Sheet from New York herald tribune, Nov. 25, 1951, p. 5. © 25Nov51; KK68611.

More taste than money, more value than pretense. (Clothing) Sheet from the New York times, Sept. 30, 1951, p. 7. © 30Sep51; KK66006.

BEST FOODS, INC. ©.
New Springtime-Flavor Nucoa now America's most delicious spread. (Margarine) Sheet from McCall's, Oct. 1951, p. 19. © 17Sep51; KK66703.

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Smoothie in broadcloth. (Dresses) Sheet from Seventeen, May 1951, p. 34. © 1May51; KK68350.

BETTER BILT DOOR COMPANY ©.
The Better-Bilt Door Co. Dear Boss: Here's a picture ... [Simulated hand written message] Card. © 20Jun50; KK64125.

The Better-Bilt door; residential, commercial, industrial. (Over-head door) Folder. © 23Mar50; KK64126.

Clip this. The Better-Bilt Door Co. (Over-head doors) Sheet from Plan magazine, July 1950, p. 11. © 15Jun50; KK64122.

No sir, not me. Better-Bilt door. (Over-head door) Sheet from Plan, May 1950, p. 17. © 15Apr50; KK64129.

Now, wherever you are there's a Better-Bilt factory warehouse nearby. (Over-head doors) Sheet from American lumberman & building products merchandiser, May 1950, p. 27. © 20May50; KK63313.

Size & price chart Better-Bilt overhead doors. Sheet. © 23Mar50; KK64123.

We're working around the clock. The Better-Bilt door. (Over-head door) Card. © 25Oct50; KK64128.

Write now. The Better-Bilt door ... for free catalog. (Over-head door) Sheet from Plan, Apr. 1950, p. 12. © 15Mar50; KK64127.

You've gotta tell 'em to sell 'em. Better-Bilt sectional over-head door. Sheet. © 27Jun50; KK64124.

BETTER LIVING, INC. ©.
Triad's amazing new Prowler-Proofed triple-track, all-welded aluminum storm windows. Sheet from Norristown times herald, Sept. 11, 1951, p. 12. © 11Sep51; KK65525.

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Best of all buys, care of your eyes. (Optical goods) Sheet from Collier's, Mar. 17, 1951, p. 11. © 17Mar51; KK65310.

Eye task, or eye treat? (Optical goods) Sheet from Collier's, July 21, 1951, p. 5. © 21Jul51; KK65311.

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Job rated eyes are no. 1 tool of production. (Optical goods) Sheet from the American magazine, Nov. 1951, p. 15. © 20Oct51; KK67876.

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To see or not to see. Mother, what is your answer? (Optical goods) Sheet from Collier's, Feb. 3, 1951, p. 10. © 3Feb51; KK65548.

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Bootmakers handcrafted by Wilbur Coon. (Shoe box) Label. © 5Oct51; KK68215.

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BIRD-ARCHER COMPANY.
Bird-Archer Concentrol stops foaming. (Water purification agent) Folder. © The Bird-Archer Co.; 22Jun51; KK64919.

BIRDS Eye Snider Division of General Foods Corporation. SEE General Foods Corporation. Birds Eye Snider Division.

BISHOP (G. H.) COMPANY ©.
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Fastest handling method known. Bishop. (Production equipment for dry cleaning plant) Sheet. © 18Apr51; KK63268.

Here's your profit package. Cut handling costs 1/2. (Drycleaning equipment) Folder. © 26Nov51; KK68262.

MonoWash efficiency accessories. Hoffman. (Production equipment for laundries) Folder. © 22Jun51; KK63269.

BISHOP (HAZEL), INC. ©.
You've read about it, heard about it, here it is. Hazel Bishop no-smear lipstick. Sheet from New York news, Apr. 6, 1951. © 6Apr51; KK65055.

BLACK, Ross J., d.b.a. Colorama Company. SEE Colorama Company.

BLANCHETTE-MACK, INC. ©.
From size 20 to 14 for keeps. Silooette. (Reducing system) Sheet from New York news, July 23, 1951, p. 29. © 23Jul51; KK65367.

Guaranteed, from size 20 to size 14 for keeps. Silooette. (Reducing system) Sheet from New York daily mirror, Sept. 25, 1951, p. 27. © 25Sep51; KK66162.

Size 14. From size 20 to 14 for keeps. Silooette. (Slenderizing system) Sheet from New York news, July 9, 1951, p. 33. © 9Jul51; KK63673.

BLATZ BREWING COMPANY ©.
Blatz is now New York City's largest selling Milwaukee-brewed beer ... I lived in Milwaukee, I ought to know. Dan Duryea. Sheet. © 19Feb51; KK64551.

I've been to Milwaukee; I ought to know. Blatz. (Beer)

Earl "Fatha" Hines. Sheet from Ebony, Oct. 1, 1951, p. 95. © 1Oct51; KK65889.

Groucho Marx. Sheet. © 1Nov51; KK68054.

John Payne. Sheet from Life, June 4, 1951, p. 75. © 4Jun51; KK64625.

Maggi McNellis. Sheet from Life, Aug. 13, 1951. © 13Aug51; KK68053.

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William Gargan. Sheet from Cue, June 23, 1951, p. 3. © 23Jun51; KK64624.

13; for most Milwaukeeans it's a very lucky number. Blatz. (Beer) Sheet from Milwaukee sentinel, July 23, 1951, p. 10. © 23Jul51; KK64979.

When it comes to bouquets, it's mutual, we assure you. Blatz. (Beer) Sheet from Milwaukee journal, Aug. 2, 1951, p. 27. © 2Aug51; KK64980.

BLAW-KNOX COMPANY. Buflovak Equipment Division ©.
Buflovak equipment for by-product recovery, processing chemicals, pharmaceuticals and food products. 417-441 p. © 31Aug51; KK66457.

BLEVINS POPCORN COMPANY, INC. ©.
Pops-Rite home popping kit. Pops and seasons a peck or more of popcorn. Label. © 6Aug51; KK67105.

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Everdry, the thirsty coaster. [Hand lifting glass from coaster] Label. © Albert Allen, d.b.a. Blocaris Co.; 18Jul51; KK63870.

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Give your customers air-conditioned seating with Paratex. (Rubberized hair filler) Sheet from Upholstering, Sept. 1948, p. 34. © 15Sep48; KK65486.

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BLOOM (ROY M.) INC. ©.
Nationally famous American Limoges, Le Fleur Rouge. (China) Sheet. © 22Oct51; KK68556.

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Capitol ice cream, Neapolitan. Label. © 22Mar50; KK68068.

Crittenden's strawberry ice cream. Label. © 4Oct48; KK68072.

Garvin's country fresh vanilla ice cream. Label. © 22Mar50; KK68069.

Ice cream. Label. © 7Jun48; KK68067.

Sanders Dairy chocolate ice cream. Label. © 22Mar50; KK68071.

Taste Rite ice cream. Label. © 22Mar50; KK68070.

BOLAND, WILLIAM O. ©.
Video vittles. (Food service and food) Folder. © 13Apr51; KK64229.

BONICA, JOSEPH V. ©.
Very inviting. Even more inviting to see will be the home-movie of Sheree. Folder. © 31Aug51; KK67829.

BONNE BELL, INC. ©.
Don't let your face tell time. Plus 30 hormone cream. (Cosmetics) Folder. © 5Jul51; KK64276.

BOOS (HENRY P.) DENTAL LABORATORIES, INC. ©.
Oral art series. (Dental bridges) Card.

10. Posterior bridge steeles pontics. © 25May51; KK63213.

BOOSEY AND HAWKES, LTD. ©.
World's most popular clarinet, now finer than ever. Folder. © 5Oct51; KK68043.

BOOTH FISHERIES CORPORATION ©.
Shrimp, fresh frozen in shell. Booth. Label. © 21Aug51; KK64834.

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Booth whole kernel corn. Label. © 6Jun51; KK65982.

BORAGINE, Casper Louis, owner, Bordiere. SEE Bordiere.

BORAGINE, Casper Louis, owner, The Fleet Foot Company. SEE Fleet Foot Company.

BORCK AND STEVENS, INC. ©.
Master enriched white bread. Label. © 27Sep51; KK67369.

BORDEN COMPANY.
Borden's goes all out to bring ice cream customers all in to your store. Sheet from Food mart news, Feb. 1, 1951, p. 11. © The Borden Co.; 1Feb51; KK66560.

Bravo. It's Butter Brickle with the dreamy-creamy flavor. Borden's. (Ice cream) Sheet from Chicago daily news, Apr. 5, 1951, p. 22. © The Borden Co.; 5Apr51; KK68496.

Cheers for cherry vanilla with the dreamy-creamy flavor. Borden's ice cream. Sheet from Chicago daily news, Feb. 1, 1951, p. 25. © The Borden Co.; 1Feb51; KK67689.

Elsie, by Borden. Borden's instant coffee. © The Borden Co.

Congratulate me, mom. I'm papa to a baby boy. Sheet from New York news, Apr. 19, 1949, p. 46. © 19Apr49; KK67687.

Elsie, my husband called me a nincompoop. Sheet from New York news, May 31, 1949, p. 34. © 31May49; KK67671.

A fine thing. Fido just dug up my new seeds. Sheet from New York news, Apr. 26, 1949, p. 67. © 26Apr49; KK67688.

Flowers, m'lady, for my queen of the May. Sheet from New York news, May 24, 1949. © 24May49; KK67679.

The game's almost over ... Sheet from New York news, June 14, 1949, p. 17. © 14Jun49; KK67683.

Groan. Moan. What a way to spend your day off. Sheet from New York news, July 1, 1949, p. 49. © 1Jul49; KK67678.

Hasn't that darned coffee dripped yet? Sheet from New York news, June 7, 1949, p. 50. © 7Jun49; KK67677.

Hi, honey, all set for the picnic? Sheet from New York news, May 3, 1949, p. 56. © 3May49; KK67676.

Lost something? Sheet from New York news, May 20, 1949, p. 66. © 20May49; KK67675.

Sourpuss. Who, me? Sheet from New York news, May 10, 1949, p. 48. © 10May49; KK67682.

Elsie plans a platter party. Borden's Eagle brand condensed milk, Hemo [vitamin food], None Such mince meat. Sheet from Life, June 12, 1950, p. 6. © The Borden Co.; 12Jun50; KK67673.

Elsie scores with 2 brand-new desserts. Borden's None Such mince meat, instant coffee, Eagle brand condensed milk. Sheet from Saturday evening post, Oct. 28, 1950, p. 42. © The Borden Co.; 28Oct50; KK67674.

Elsie's coffee-course buffet. Borden's instant coffee, Eagle brand condensed milk. Sheet from Life, Sept. 18, 1950, p. 135. © The Borden Co.; 18Sep50; KK67686.

Elsie's cool delights for warm summer nights. Borden's ice cream, chocolate milk, delicious cottage cheese. Sheet from the Milwaukee journal, Aug. 6, 1950, p. 11. © The Borden Co.; 6Aug50; KK67668.

Elsie's family refresher stand. Borden's instant coffee, Hemo [vitamin food], Eagle brand condensed milk. Sheet from Life, July 24, 1950, p. 2 of cover. © The Borden Co.; 24Jul50; KK67669.

Elsie's food carnival. Borden's instant mix hot chocolate, malted milk, None Such mince meat, Hemo [vitamin food] ... Sheet from Life, Apr. 3, 1950, p. 68-69. © The Borden Co.; 3Apr50; KK67670.

Elsie's May basket. Borden's evaporated milk, Eagle brand condensed milk, instant coffee. Sheet from Life, May 15, 1950, p. 32. © The Borden Co.; 15May50; KK67672.

Elsie's milky way. (Milk) Folder. © The Borden Co.
Feb. 1951. © 1Feb51 (in notice: 1949); KK66559.

Hooray for Vanilla-Raspberry with the dreamy-creamy flavor. Borden's. (Ice cream) Sheet from Chicago daily news, May 3, 1951, p. 14. © The Borden Co.; 3May51; KK68497.

Now appearing in your neighborhood. Borden's. (Food products) Sheet from Chain store age, Dec. 1950, p. 105. © The Borden Co.; 1Dec50; KK68498.

1,000 different dishes of vanilla, yet every one's the same. Borden's. (Ice cream) Sheet from Mid-West restaurant news, May 1951, p. 9. © The Borden Co.; 15May51; KK68499.

A peacherino, the new sombrero salad. Borden's. (Cottage cheese) Sheet from Chicago daily tribune, Feb. 22, 1951, p. 6. © The Borden Co.; 22Feb51; KK68494.

Ruminate over this restaurant 'rithmetic. Borden's. (Ice cream) Sheet from Mid-West restaurant news, Feb. 1951, p. 6. © The Borden Co.; 15Feb51; KK68495.

Sink a spoon in Cherry Macaroon with the dreamy-creamy flavor. Borden's. (Ice cream) Sheet from Chicago daily news, July 5, 1951, p. 37. © The Borden Co.; 5Jul51; KK68493.

That's for me, black walnut with the dreamy-creamy flavor. Borden's ice cream. Sheet from Chicago daily news, Jan. 11, 1951, p. 26. © The Borden Co.; 11Jan51; KK67681.

3 warm weather snacks to help you relax. Borden's ice cream, buttermilk, cream cheese. Sheet from the Chicago tribune, July 9, 1950, p. 4. © The Borden Co.; 9Jul50; KK67684.

Want more profits? Cottage cheese is your dish, says Elsie, the Borden cow. Borden's cottage cheese. Sheet from Mid-west restaurant news, Feb. 1951, p. 10. © The Borden Co.; 15Feb51; KK67690.

Want to scoop more dollars from desserts? asks Elsie, the Borden cow. Borden ice cream. Sheet from Mid-west restaurant news, Dec. 1950, p. 6. © The Borden Co.; 15Dec50; KK67680.

What dessert item is easiest to handle? asked Elsie, the Borden cow. Borden ice cream. Sheet from the Mid-west restaurant news, Oct. 1950, p. 9. © The Borden Co.; 15Oct50; KK67685.

When Lady Borden winds up a dinner, you wind up a winner. (Ice cream) Sheet from Mid-West restaurant news, June 1951, p. 9. © The Borden Co.; 15Jun51; KK68492.

BORDIERE.

Bordiere satin smooth neck and shoulder cream. (Cosmetic) Label. © Bordiere (Casper Louis Boragine, owner); 1Aug51; KK64282.

BORROWED TIMERS.

Night time guardian. (Religious goods) Card. © The Borrowed Timers (Guyer D. Thomas, sole owner); 12Mar51; KK63477.

BOSTONIAN SHOES.

Father big chief, June 17. Give um heap fine moccasins. Bostonians. (Shoes) Sheet from Esquire, July 1951, p. 108. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 8Jun51; KK66024.

Get into Bostonian nylon mesh. (Shoes) Sheet from Esquire, June 1951, p. 110. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9May51; KK64780.

How did your foot get in here? Bostonian Footsavers. (Shoes) Sheet from Time, Mar. 12, 1951, p. 6. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 8Mar51; KK64773.

How would you like to take years off your feet? Bostonian Footsavers. (Shoes) Sheet from Time, Apr. 9, 1951, p. 4. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 5Apr51; KK64774.

It's Bostonian spring informals for town and country wear. (Shoes) Sheet from Esquire, May 1951, p. 13. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 6Apr51; KK64778.

Lend us 10 minutes. We'll pay you back, with interest. Bostonian Footsaver. (Shoes) Sheet from Time, Sept. 24, 1951, p. 12. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 20Sep51; KK66821.

Let your feet breathe with cool, cool nylon mesh. Bostonian Footsavers. (Shoes) Sheet from Time, May 14, 1951, p. 8. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10May51; KK64775.

New! Bostonian brings you Sta-smooth. (Shoes) Sheet from Life, Mar. 19, 1951, p. 60. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 16Mar51; KK64777.

Now, air coolers for your feet. New Bostonian nylon mesh. (Shoes) Sheet from Life, May 14, 1951, p. 157. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 11May51; KK64781.

Off with the heavies, into the new Bostonian spring informals. (Shoes) Sheet from Life, Mar. 19, 1951, p. 60. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 16Mar51; KK64779.

Passed by the college board. Bostonian heads the list. (Shoes) Sheet from Esquire, Sept. 1951, p. 22. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 10Aug51; KK66820.

Run your fingers over this Pedigreed grain. Bostonian Marshal, Bostonian Stalwart. (Shoes) Sheet from Life, Sept. 10, 1951, p. 107. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 7Sep51; KK66819.

Something new underfoot, Bostonian brings you Sta-smooth. (Shoes) Sheet from Esquire, Apr. 1951, p. 125. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9Mar51; KK64776.

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At last, a high-fashion yarn that gives a woven fabric look. Botany brand no-dye-lot boucle yarn. Sheet from Notion & novelty review, Sept. 1951, p. 131. © 25Aug51; KK65935.

Avoid that patched-up look, use only Botany no-dye-lot-yarns. Sheet from Family circle, Sept. 1951, p. 128. © 30Aug51; KK65083.

Botany brand certified fabrics for home sewing. Sheet from Butterick pattern book, fall 1951, p. 4 of cover. © 20Aug51; KK64726.

Botany brand 500, tailored by Daroff. (Men's suits, etc.)
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Botany brand 100 o/o virgin wool shirts and slacks. Sheet from the Saturday evening post, Sept. 8, 1951, p. 68. © 5Sep51; KK65698.

Botany brand, the most wonderful word for woolens. (Robes) Sheet from Glamour, Sept. 1951, p. 116. © 22Aug51; KK65936.

Botany brand ties are wrinkle-proof. Sheet from Look, Aug. 28, 1951, p. 93. © 14Aug51; KK65247.

Botany brand 2-2-22, tailored by Master Clothes. (Suits)
Sheet from Boys' life, Sept. 1951, p. 38. © 1Sep51; KK65731.
Sheet from the New York times magazine, Oct. 21, 1951, p. 27. © 21Oct51; KK66988.
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Botany brand wrinkle-proof ties.
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Sheet from the New York times magazine, June 3, 1951, p. 72. © 3Jun51; KK63629.
Sheet from the Saturday evening post, Sept. 8, 1951, p. 69. © 5Sep51; KK65697.

The Botany Model of the Month Club. (Yarns) Folders.
Vol. 11, no. 7. © 2Jul51; KK63824.
Vol. 11, no. 8. © 1Aug51; KK64216.
Vol. 11, no. 9. © 3Sep51; KK65496.
Vol. 11, no. 10. © 1Oct51; KK66280.
Vol. 11, no. 11. © 1Nov51; KK67376.
v. 11, no. 12. © 1Dec51; KK68180.

Botany, the brand based on balance. (Fabrics) Sheet from Barron's, July 30, 1951, p. 17. © 30Jul51; KK64369.

Learn about lambs and fleecy fabrics by Botany. Sheet from Practical home economics, Sept. 1951, p. 350. © 29Aug51; KK66004.

Lovely gifts with a special meaning for the ladies. Botany brand Lanolin cosmetics. Folder. © 25Oct51; KK67021.

Made of Miracle-Match Botany brand no-dye-lot yarns. Sheet from Modern needlecraft, fall 1951, p. 4 of cover. © 1Jul51; KK63628.

She knows Botany. (Fabrics)
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Sheet from Mademoiselle, Sept. 1951, p. 27. © 28Aug51; KK65489.
Sheet from Mademoiselle, Oct. 1951, p. 16. © 28Sep51; KK66546.
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Sheet from the New York times magazine, Aug. 19, 1951, p. 56. © 19Aug51; KK65294.
Sheet from the New York times magazine, Aug. 26, 1951. © 26Aug51; KK65293.
Sheet from Today's woman, Sept. 1951, p. 117. © 21Aug51; KK65068.
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Sheet from Vogue, Sept. 1, 1951, p. 69. © 1Sep51; KK65497.
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Simply stunning, and you can make it yourself with Botany brand certified fabrics for home sewing. Sheet from Ladies' home journal, Sept. 1951, p. 107. © 29Aug51; KK65732.

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Simply stunning, simply made, Botany brand certified fabrics for expert home sewing. Sheet from the Christian Science monitor, Sept. 19, 1951, p. 11. © 19Sep51; KK65917.

Talking about counter-attraction, your yule customers just won't be able to resist these. Botany brand. (Cosmetics, toilet preparations, etc.) Folder. © 25Sep51; KK66121.

BOURKE AND MILLER, INC. ©.

Getting nowhere fast. Fun for kids. [Carousel with Henry J.; letterhead] (Automobiles) Sheet. © 20Jul51; KK63920. Appl. states prev. reg. as K60354 (i.e. KK60354)

High powered pride of Willow Run. There's a lot of horsepower under the sleek hood of a Kaiser. [Letterhead] (Automobiles) Sheet. © 20Jul51; KK63922.

If you could see our file. Demonstrations, Kaiser-Henry J. [File with show-room; letterhead] (Automobiles) Sheet. © 20Jul51; KK63921.

Runs on small change and a key. It's perfectly true. Henry J. [Letterhead] (Automobiles) Sheet. © 20Jul51; KK63924.

Take off those blinders. It's plain horse sense. Kaiser. [Horse with blinders; letterhead] (Automobiles) Sheet. © 20Jul51; KK63923.

Who wouldn't be cozy. That's living. Kaiser. [Bird dogs on car seat; letterhead] (Automobiles) Sheet. © 20Jul51; KK63925.

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Baseball. 1 picture card and bubble gum, 1¢. Label. © 11Apr51; KK63298.

Baseball. 6 picture cards and bubble gum, 5¢. Label. © 11Apr51; KK63299.

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Boye sewing machine needles. Label. © The Boye Needle Co.; 1Dec51; KK68485.

Sewing machine needles no. 16; for use in Singer. Label. © The Boye Needle Co.; 29Oct51; KK67656.

BOYER, VICTOR JOHN ©.

Jot-it shopping list. A & P super market specials. (Groceries) Folder. © 18May51; KK63749.

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Don't let em kid you mister, car polish should also clean. Autobrite. Sheet. © 15May51; KK63250.

Sensational profit twosome builds new sales for you. Woodbrite, Old English. (Furniture polish) Sheet from Hardware age, Sept. 20, 1951, p. 24. © 20Sep51; KK68477.

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A new idea in safety signs. Brady. Folder. © 15Jun51; KK66046.

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Air-lift TCC unit. (Catalytic-cracking units) Folder. © 25Aug51; KK65527.

High-pressure exchangers. Bulletin 251. Pamphlet. © 10May51; KK64053.

BRECK (JOHN H.) INC. ©.

Baby Breck. Diaper rash ointment. Label. © 29May51; KK63371.

Baby Breck. Diaper rash ointment. [Tube] Label. © 29May51; KK63372.

Baby Breck diaper rash ointment. [Carton for 2 1/4 oz. jar] Label. © 11Jul51; KK64050.

Baby Breck diaper rash ointment. [2 1/4 oz. jar] Label. © 11Jul51; KK64051.

BRENEMAN, H. Herbert, Josephine G. Breneman and Doris B. Morris, d.b.a. Sixteen Laboratories. SEE Sixteen Laboratories.

BRENEMAN, Josephine G., Doris B. Morris and H. Herbert Breneman, d.b.a. Sixteen Laboratories. SEE Sixteen Laboratories.

BRENTWOOD PRODUCTS COMPANY ©.

La Bon yogurt. (Bulgarian cultured milk) Label. © 8Jan51; KK64487.

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Are you in the class of '51? Carling's Red Cap ale. Sheet from Life, June 18, 1951, p. 130. © 15Jun51; KK63390.

Clem McCarthy, too, has graduated to Carling's, the light-hearted ale. Sheet from Life, Oct. 15, 1951, p. 126. © 12Oct51; KK66702.

Lee Bowman has graduated to Carling's, the light-hearted ale. Sheet from Life, July 16, 1951, p. 69. © 13Jul51; KK63846.

Shep Fields has graduated to Carling's-the-light-hearted ale. Sheet from Life, Aug. 20, 1951, p. 85. © 17Aug51; KK65248.

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Bantamac jackets for everywear. Hanover. Sheet from Esquire's apparel arts, June 1951, p. 36. © 1Jun51; KK65810.

Milford. Sheet from Men's wear, May 11, 1951, p. 53. © 11May51; KK65809.

Spade. Sheet from Men's wear, Jan. 12, 1951, p. 44. © 12Jan51; KK65811.

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Briggs Beautyware in color. (Plumbing fixtures) Sheet from Better homes and gardens, Aug. 1951, p. 127. © 1Aug51; KK65201.

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Briggs Beautyware plumbing fixtures. Sheet from Successful farming, June 1951, p. 30. © 1Jun51; KK65200.

Here's added proof of the great acceptability of Briggs Beautyware. (Plumbing fixtures) Sheet from Plumbing & heating business, May 1951, p. 86. © 1May51; KK65202.

The Saturday night bath - 1880 style. Briggs Beautyware plumbing fixtures. Sheet from Detroit news, Aug. 19, 1951. © 19Aug51; KK66555.

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Sid Skeptic says: What say do I have in running the Community Chest? Sheet. © 20Jul51; KK64539.

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Always brush your teeth after eating. Use this model with a toothbrush ... Ipana tooth paste. Sheet. © 1Nov51; KK67459.

Daily care score sheet. Ipana. (Tooth paste) Sheet. © 15Aug51; KK66094.

Give yourself a boost. Mum. (Deodorant) Folder. © 15Sep51; KK65977.

Grooming for girls; grooming for boys. Mum. (Deodorant) Poster. © 1Sep51; KK65978.

How I brush my teeth. Ipana. (Tooth paste) Folder. © 15Aug51; KK66093.

Now is the time. Mum. (Deodorant) Folder. © 15Aug51; KK65976.

Teach dental health. Ipana. (Tooth paste) 8 p. © 15Aug51; KK66095.

Whatever your job, good grooming counts. Published ... by the makers of Mum deodorant. (Boys) Poster. © 1Nov51; KK67460.

BROBERG, KEITH MOFFAT ©.

LaZyman chrome and silver cleaner. Label. © 30Jan51; KK63493.

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Imp-Prints. Instructions. (Plaques for children's handprints) Sheet. © The Bron-Shoe Co.; 6Aug51; KK64417.

Tubtoy Tender ends B.C., bathroom clutter. (Cloth holder for bath toys) Sheet from Infants' & children's review, Sept. 1951. © The Bron-Shoe Co.; 10Jul51; KK65084.

BROWN, Bob, sole owner, Vow Laboratories. SEE Vow Laboratories.

BROWN, FISHER ©.

Chlor O Fresh. (Chlorophyll chewing gum) Card. © 4Dec51; KK68646.

BROWN BOVERI CORPORATION ©.

Brown Boveri quick stop motor. 5 p. © 8Jun51; KK63315.

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For over 81 Christmases there is nothing better in the market. Old Forester. (Whiskey) Sheet from Life, Nov. 19, 1951, p. 64. © 19Nov51; KK68399.

It's Old Forester mint julep time again. (Whisky) Sheet from Collier's, July 7, 1951, p. 11. © 7Jul51; KK64572.

There is nothing better in a highball, because as it says on the label: There is nothing better in the market. Old Forester. (Whisky) Sheet from Redbook, Sept. 1, 1951, p. 145. © 1Sep51; KK65736.

They always serve the finest drinks. As it says on the label, there is nothing better in the market. Old Forester. (Whisky) Sheet from Holiday, Oct. 1, 1951, p. 126. © 1Oct51; KK67587.

To famous bonded Old Forester, the Old Forester orchid. (Whisky) Sheet from Life, Feb. 12, 1951, p. 84. © 12Feb51 (in notice: 1950); KK63469.

BROWN PALACE HOTEL ©.

Palace Arms dining room. Food is king. Sheet from Colorado hotel greeters guide and Denver daily doings, Nov. 2, 1951, p. 7. © 2Nov51; KK67454.

BROWNING MANUFACTURING COMPANY ©.
Browning rigid and flexible couplings. V-169-B. 4 p. © 15Jul51; KK64014.

BRUCE (E. L.) COMPANY ©.
Bruce Blendwood block floor. Beauty of parquet, durability of solid hardwood. Folder. © 22Oct51; KK66839.

Clean and wax wood floors in one operation. Bruce cleaning wax. Sheet. © 22Aug51; KK65033.

Clean linoleum floors the easy Bruceway. Sheet. © 22Aug51; KK65032.

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A Bretton exclusive. (Expansion bracelet) Poster. © 1Dec50; KK65316.

BRUNINGS, BILTON ©.
Long-Life brand Hawaiian sliced-papaya. Label. © 15May51; KK63679.

BRYANT (F. W.) COMPANY.
Luvlia nail cuticle lotion and applicator. Sheet. © F. W. Bryant (full name: Frederick William Bryant), sole owner, d.b.a. F. W. Bryant Co.; 5Oct51; KK67201.

BRYANT, Frederick William, sole owner, d.b.a. F. W. Bryant Company. SEE Bryant (F. W.) Company.

BRYANT, GOLEE B. ©.
Supreme Grand Pyramid, Gizeh. Ab initio, ad finem. A.O.S.O.W. (Badges, books, uniforms, leaflets, jewelry, etc.) Label. © 29Sep51; KK65916.

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BUCKEYE BISCUIT COMPANY ©.
Buckeye cookies; vanilla wafers. Label. © 26Jul51; KK64796.

BUDGET PACK, INC. ©.
Krazy Korn pops like mad. (Pop corn) Folder. © 20Aug51; KK64850.

BUFLOVAK Equipment Division, Blaw-Knox Company. SEE Blaw-Knox Company. Buflovak Equipment Division.

BULOVA WATCH COMPANY ©.
Bulova American girl, the most beautiful bracelet watch ever created. [Newspaper mats] Folder. © 25Sep51; KK66030.

Bulova Christmas newspaper mat service. Your greatest profit opportunity. (Watches) Pamphlet. © 13Nov51; KK67726.

The new Bulova Academy Award watches, 21 jewels. [Newspaper mats] Pamphlet. © 4Sep51; KK66031.

Start your Christmas sales now. Use this powerful Bulova Lay-A-Way mat service. (Watches) Pamphlet. © 25Sep51; KK66032.

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Miracle Touch silver polish. Non-poisonous. Label. © 16Jul51; KK63937.

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Mina Burdick's slice and bake cookies. Label. © 19Oct51; KK67189.

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BVI hand sander makes sanding easy. Card. © 5Sep51; KK65480.

Burgess deluxe paint roller. Needs no cleaning. Sheet. © 24Sep51; KK67572.

Burgess electric power tool kit, the most versatile tool ever built. Sheet. © 27Sep51; KK67570.

Burgess marking tool speeds production. Vibro-Graver. Vibro-Tool. Sheet. © 2Aug51; KK64371.

Burgess paint roller. Label. © 11Sep51; KK65479.

New. Year 'round, quick turnover. BVI. (Hand sanders) Sheet. © 29Aug51; KK65478.

Setting new sales records. Burgess electric jig saw, sander, filer ... blower. Sheet. © 31Oct51; KK67571.

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Van Merritt brand beer. Label. © 13Aug51; KK65132.

BURLINGTON MILLS CORPORATION ©.
Gwlanen for sale ... no boundaries on beauty today. Bur-Mil. (Flannel) Sheets from Vogue, Dec. 1950, p. 10-11. © 30Nov50; KK64798.

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Burrite does it again. (Plastic housewares) Folder. © 7Aug51; KK64485.

Genuine Burrite ware. (Kitchen ware) Label. © 1Aug51; KK64281.

Genuine Burrite-ware ... This manufacturer's signed guarantee ... (Plastic housewares) Folder. © 7Aug51; KK64486.

BURSTEIN-APPLEBEE COMPANY ©.
Do you want this 136 page 1952 B-A catalog? (Radios, TV, phonographs, electronics) Folder. © 14Sep51; KK65524.

Order Christmas goods early. Supp. no. 52-2 to 1952 annual catalog 521. (Radio, TV, electrical appliances) 31 p. © 25Oct51; KK67314.

Radio, television, electronics. Annual catalog number 521, 1952. 135 p. © 28Aug51; KK65378.

BURTONITE COMPANY.
Burtonite Dri-Glu #DF20. (Glue) Card. © The Burtonite Co. (Burton H. Greenwood, prop.); 5Oct51; KK67325.

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Buskens. Your best buy. (Shoe boxes) Label. © 24Oct51; KK67034.

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Rain Drops. Softens water, blues while washing. Label. © Bu-Tay Products, ltd., a partnership consisting of Roy J. Buchanan & William W. Taylor; 16Jul51; KK63878.

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Enriched Butereg bread, unexcelled for toast. Label. © The Butereg Co., inc.; 7Aug51; KK64391.

Shipley's Butereg bread. Label. © The Butereg Co., inc.; 15Aug51 (in notice:1950); KK64609.

BYRNS, ELIZABETH ©.
Mr. Tavern Owner; cheese snack bar. (Cheese and crackers) Sheet. © 15Aug51; KK68487.

BYRON, J. P. ©.
Byron's Black Scat. Waterless soap. Label. © 23Jun51; KK63473.

C

C. D. PRODUCTS COMPANY.
Original U-Lik-It waterproof. Label. © Gerald B. Dyde, owner of C. D. Products Co.; 17Sep50; KK64000.

CAHN (STANLEY L.) COMPANY ©.
Does merchandise sell itself? (Sales training) Pamphlet. © 15Jun51; KK64860.

CAIRNS, HENRY W. ©.
Important directions, important. Rox cement paint. Sheet. © 14Jun51; KK63466.

Rox; masonry etcher and cleaner. Label. © 28Jun51; KK63474.

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Calavo brand blended avocado. Label. © 21Aug51; KK65027.

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Banjo and fiddles (toe strut, using cane) © 15Apr51; KK63500.

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Tap technique (beginners waltz clog routine) © 2Jan51; KK63507.

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Four little swans; and the Spanish dance, from Swan lake. Record album and dance description. (Phonograph record) Label. © 20Dec50; KK63510.

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Sunkist quick frozen concentrate for lemonade. One quart. Label. © 18May51; KK65791.

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CALIFORNIA HAND PRINTS, INC. ©.

From south of the equator comes the inspiration for the spring 1952 collection of exotic screen prints by California Hand Prints. Sheet. © 24Sep51; KK66366.

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Food-For-Thought. (Breakfast cereal) Label. © 22Mar51; KK64220.

The-Glad-Eye; lash cream. Label. © 8Aug51; KK66752.

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CANALE, Giulio, d.b.a. Nu-Bleech Company. SEE Nu-Bleech Company.

CANNON MILLS, INC. ©.

Cannon colored sheets give me extra sheet volume. Sheets from Department store economist, June 1951, p. 18-19. © 31May51; KK64768.

Cannon nylons do something for my legs, says the Cannon go-girl. (Stockings) Sheet from Glamour, Sept. 1951. © 22Aug51; KK66996.

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CAPITOL RECORDS, INC. ©.

José Ferrer in ... Cyrano de Bergerac. Capitol. EDM 283. (Phonograph records) Label. © 6Aug51; KK64864.

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She makes it tough on the baker's man. (Advertising space) Card. © 15Jun51; KK64144.

CARDNER, Dale A., d.b.a. Cardner Supply Company. SEE Cardner Supply Company.

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How to use Formula Eight for best results. (Scalp conditioner) Sheet. © Dale A. Cardner, d.b.a. Cardner Supply Co.; 20Oct51; KK68706.

The story of Dr. Bash's Formula Eight. (Scalp conditioner) Folder. © Dale A. Cardner, d.b.a. Cardner Supply Co.; 20Oct51; KK68705.

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Pins 'n Needles, fashion's last word, now in print on pure silk. Mademoiselle. (Shoes) Sheet from Mademoiselle, Apr. 1951, p. 31. © 29Mar51; KK68359.

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Fleurs de Rocaille parfum de Caron, the best compliment to a graceful "ambiance". Sheet from the New Yorker, Sept. 15, 1951, p. 41. © 13Sep51; KK67471.

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Carpenter service bulletin. (Steel) Folder. © The Carpenter Steel Co. v. 3, no. 5. © 29Jun51; KK63825.

Carpenter stainless tubing. General corrosion resistance ... Standard sizes and tolerances ... [Chart] Card. © The Carpenter Steel Co.; 11Jul51; KK63772.

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Crackin' Good bite size saltines. Carr. (Crackers) Label. © 17Sep51; KK65910.

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Carrier absorption refrigeration machine. 16B. 67 p. © 1May51; KK64016.

5 to 25 ton ammonia refrigerating compressors. Carrier. Folder. © 1Jun51; KK64001.

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Carstens dog food. Label. © 22May51; KK65199.

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Presenting New York's most unusual restaurant, the Cartoon. Eat-n-chuckle. Poster. © 4Jun51; KK63837.

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Cost reduction through investment casting. Bulletin no. 17. (Machinery parts and tools) Folder. © 28Sep51; KK66167.

CAYTON, INC. ©.

A vital new accessory to good grooming. Underpinnings, Slip-Clips. (Costume jewelry) Sheet. © 18Oct51; KK66736.

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CELL-SAFE LABORATORIES.

Accurate blood counts on preserved blood. Cell-Safe. (Blood slide mailing devices) Folder. © The Cell-Safe Laboratories; 15May51; KK66456.

CELOTEX CORPORATION.
5 timely workers for your business. Fall 1951, a great season for selling. Celotex. (Insulation and roofing material) Folder. © The Celotex Corp.; 20Sep51; KK66424.

CENTLIVRE BREWING CORPORATION ©.
The flavor's better because it's never bitter. Old Crown. (Beer) Poster. © 29Jun51; KK64056.

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Secretaries praise the Central's saving ways. (Banking services) Sheet from Rocky mountain news, Oct. 30, 1951, p. 13. © 30Oct51; KK67453.

CENTRAL BOOT COMPANY OF TEXAS.
Wise chief say: Smart gal wear Gluv-Mocs. (Shoes) Sheet. © Sam Gorelnick, d.b.a. Central Boot Co. of Texas; 26Aug51; KK65454.

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[Girl seated at table holding dairy products; delivery wagon; farm scene] Letterhead design. © Central Check Co., Earl J. & C. Kenneth Harris, sole owners; 12Sep51; KK66888.

CENTRAL MERCHANDISERS, INC. ©.
Now, the lid's off. Crash, slash, smash go prices. (Jewelry and appliances) 23 p. © 30Oct51; KK67388.

CENTRAL VALLEY PIPE COMPANY ©.
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Installation and service manual. Chambers built-in gas ovens and cooking tops. 11 p. © 1May51; KK65127.

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Play Bonus, the action game with key chain. Poster. © 14Sep51; KK65722.

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Chapman Golden Harvest, soybean defoliant for more profitable crops. Folder. © 5Jul51; KK63875.

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How do you get so beautiful. Charis. (Corsets) Sheet from Life, June 11, 1951, p. 104. © 7Jun51; KK66028.

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Gracious Lady beautiful shoes. Label. © 26Jul51; KK65789.

CHEESE BOX.
A message for you. Industrial users of business gratuities. (Cheese) Pamphlet. © Mae & Albert J. Balzer, d.b.a. The Cheese Box; 16Oct51; KK67443.

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Fly-Killer insecticide vaporizer. At an amazing low cost. Scientific fly control. Sheet. © 15Sep51; KK66389.

Fly Killer insecticide vaporizer. One month supply of Fly-Killer insecticide enclosed. Label. © 8Oct51; KK66388.

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Rusty, Dusty, what a stupendous surprise. © 7Oct51; KK67074.

CHICAGO DIETETIC SUPPLY HOUSE, INC.
Cellu allergy diet foods; for use in wheat-free, egg-free and milk-free diets. 23 p. © The Chicago Dietetic Supply House, inc.; 21Jun51; KK64576.

Cellu dietetic products; for sugar and starch restricted diets. 15 p. © The Chicago Dietetic Supply House, inc.; 3Jul51; KK64575.

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New, super high-speed Sani-Dry electric hand dryers. Folder. © The Chicago Hardware Foundry Co.; 9Jul51; KK64646.

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Notice, except for large parties ... Chicken on Call will be closed on Monday ... (Cooked foods) Sheet. © Clifford W. White, d.b.a. Chicken on Call; 26May51; KK63682.

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CHILDS, HELEN D. ©.
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Your refrigerator, now cleaner, sweeter in half the time. Arm & Hammer, Cow Brand baking soda. Folder. © 4Jan51 (in notice: 1950); KK65855.

CIMZAR, Fred, d.b.a. The Denver Auto Electric Company. SEE Denver Auto Electric Company.

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Cinesnax. (Food warmers, etc.) 5 l. © 1Mar51; KK64374.

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The simple truth about hair coloring. Miss Clairol. Sheet from Life, Oct. 8, 1951, p. 168-169. © 8Oct51; KK66712.

What can you do about gray hair? Miss Clairol. Black-Velvet. (Hair tint) Sheet from the New York times, Dec. 2, 1951, p. 35. © 2Dec51; KK68142.

Which hair color should you use? Clairol. (Hair tint) Sheet from the New York times, Oct. 14, 1951, p. 32. © 14Oct51; KK66705.

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Which hair color should you use? Miss Clairol. Sheet from New York times, Oct. 7, 1951, p. 43. © 7Oct51; KK66774.

Which hair color should you use? Miss Clairol is the magic-in-minutes way for lovely, lasting hair color. Sheet from New York times, Oct. 28, 1951, p. 14. © 28Oct51; KK67016.

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Which hair color should you use? Your professional beautician will tell you. The new, amazing hair color bath, Miss Clairol. Sheet from New York times, Oct. 21, 1951, p. 21. © 21Oct51; KK66987.

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Bun Dog. Deep fry bun batter mix. Label. © 30Jun51; KK63317.

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The heart of the Uni-Mac. Uni-Mac equipment for drop-off laundries, dry cleaners, hotels & apartments ... (Washing machines) Sheet. © The C. P. Clark Co.; 10Oct51; KK67291.

Here is the revolutionary 4 in 1 Uni-Mac, designed and engineered for you. (Washing machines) Sheet. © The C. P. Clark Co.; 5Sep51; KK67292.

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A new easy-to-sell item to give you added profit. Guest Chest, 8 nylon toothbrushes with powder. Sheet from Beauty fashion, Oct. 1950, p. 76. © 13Oct50; KK66608.

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Clorox gives you extra-gentle bleaching, and then some. (Household bleach and disinfectant) Sheet from Woman's home companion, July 1951, p. 50. © 18Jun51; KK63450.

Clorox gives you more than gentler bleaching. It's a 4 in 1 product. (Household bleach and disinfectant) Sheet from San Francisco call-bulletin, Sept. 27, 1951, p. 15. © 27Sep51; KK66372.

Clorox gives you more than gentler bleaching. It's a 4 in 1 product. (Household bleach and disinfectant) Sheet from Woman's home companion, Oct. 1951, p. 16. © 18Sep51; KK65915.

Clorox is an extra-gentle bleach and more. (Household bleach and disinfectant) Sheet from San Francisco call-bulletin, May 24, 1951, p. 10. © 24May51; KK63689.

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Gentler bleaching is only part of the Clorox story. (Household bleach and disinfectant) Sheet from San Francisco call-bulletin, July 12, 1951, p. 9. © 12Jul51; KK64248.

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New crop coffee is in. Club coffee dispensers. Sheet. © 30Oct51; KK67619.

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Glassware by Inland. (Glass coffee services) Folder. © Inland Glass Works, division of Club Aluminum Products Co. (in notice: Inland Glass Works); 13Nov51; KK67617.

Inland carafes, exciting new coffee servers. Folder. © 19Nov51; KK67919.

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COASTAL VALLEY CANNING COMPANY ©.

Coastal California whole pimientos. Label. © 7May51; KK67411.

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Ortega green chile salsa. Label. © 7May51; KK67412.

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COBBS, A. Orville, Leo V. Cobbs and Gordon Cobbs, composing the partnership, Cobbs Manufacturing Company. SEE Cobbs Manufacturing Company.

COBBS, Gordon, A. Orville Cobbs and Leo V. Cobbs, composing the partnership, Cobbs Manufacturing Company. SEE Cobbs Manufacturing Company.

COBBS, Leo V., A. Orville Cobbs and Gordon Cobbs, composing the partnership, Cobbs Manufacturing Company. SEE Cobbs Manufacturing Company.

COBBS MANUFACTURING COMPANY.

Clip-on visor auto certificate holder. Card. © Cobbs Manufacturing Co., a partnership composed of A. Orville Cobbs, Leo V. Cobbs & Gordon Cobbs; 13Nov51; KK68432.

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At ease. Drink Coca-Cola. (Service men's hats. Soft drink) Sheet from the Atomic blast, Aug. 10, 1951, p. 6. © The Coca-Cola Co.; 10Aug51; KK68679.

At home. The pause that refreshes with ice-cold Coca-Cola ... (Sailor at refrigerator. Soft drink) Sheet from Good housekeeping, Aug. 1951, p. 4 of cover. © The Coca-Cola Co.; 20Jul51; KK66612.

At your dealer's now, a 12-bottle carton for Coca-Cola. (Woman shopper with cart. Soft drink) Sheet from Cortland standard, Oct. 11, 1951, p. 8. © The Coca-Cola Co.; 11Oct51; KK68409.

Baseball and coke grew up together. Coca-Cola. (Baseball bat boy; soft drink) Sheet from Newsweek, May 28, 1951, p. 27. © The Coca-Cola Co.; 24May51; KK64312.

Ben Franklin printed: he that can take rest is greater than he that can take cities. Coca-Cola. (Soft drink) Sheet from Hill news, Oct. 24, 1951, p. 2. © The Coca-Cola Co.; 24Oct51; KK68406.

Bring Coke into play. Coca-Cola. (Bowling. Soft drink) Sheet from Seventeen, Oct. 1951, p. 4 of cover. © The Coca-Cola Co.; 1Oct51; KK67113.

Come over for Coke. Coca-Cola. [Girl calling] (Beverage) Sheet from Better homes and gardens, June 1951, p. 4 of cover. © The Coca-Cola Co.; 25May51; KK64319.

Coming, June 15-July 31, a nationwide promotion of coke & food. Drink Coca-Cola. (Coke and food promotion; soft drink) Sheet from Chain store age, June 1951, p. 55. © The Coca-Cola Co.; 10Jun51; KK63414.

Cubans know you can trust its quality. Tome Coca-Cola. (Havana, Cuba. Soft drink) Sheet from the American bottler, Sept. 1951, p. 20. © The Coca-Cola Co.; 1Sep51; KK66619.

December advertising rings the Christmas sales bell. Coca-Cola. (Soft drink) Sheet from the Coca-Cola bottler, Nov. 1951, center spread. © The Coca-Cola Co.; 15Nov51; KK68524.

Delicious with food. Coca-Cola. (Canasta table. Soft drink) Sheet from Milwaukee sentinel, July 26, 1951, p. 11. © The Coca-Cola Co.; 26Jul51; KK68522.

Expecting friends? Drink Coca-Cola. (Girl with telephone, service emblem. Soft drink) Sheet from the Atomic blast, Oct. 12, 1951, p. 2. © The Coca-Cola Co.; 12Oct51; KK68683.

Famous orders. Drink Coca-Cola. (Heads of two service men and one woman. Soft drink) Sheet from the Atomic blast, Sept. 14, 1951, p. 2. © The Coca-Cola Co.; 14Sep51; KK68681.

A five-star profit-maker. Sell Coca-Cola. (5 stars. Soft drink) Sheet from the Quartermaster review, July-Aug. 1951, p. 149. © The Coca-Cola Co.; 1Jul51; KK66616.

For home. Serve ice cold Coke, Coca-Cola. (Girl in grocery store. Soft drink) Poster. © The Coca-Cola Co.; 1Nov51; KK68554.

Good. Drink Coca-Cola. (Girl's profile and bottle. Soft drink) Poster. © The Coca-Cola Co.; 1Oct51; KK67360.

Good with food. Coca-Cola. (Carton and basket of groceries; soft drink) Poster. © The Coca-Cola Co.; 1Jul51; KK64471.

Good with so many good things. Coca-Cola, Coke. (Baked ham still life. Soft drink) Sheet from Better homes & gardens, Sept. 1951, p. 4 of cover. © The Coca-Cola Co.; 25Aug51; KK67114.

Here's a timely tip, if you like profits. Sell Coca-Cola. (Hand holding circle. Soft drink) Sheet from the Quartermaster review, May-June 1951, p. 157. © The Coca-Cola Co.; 1May51; KK66618.

Here's something good for sales. Want something good? Drink Coca-Cola. (Soft drink) Sheet from the Coca-Cola bottler, Aug. 1951. © The Coca-Cola Co.; 15Aug51; KK66615.

Hey! Bergen's back. Coca-Cola. (Soft drink) Sheet from Globe-democrat, Oct. 7, 1951, p. 4F. © The Coca-Cola Co.; 7Oct51; KK68012.

Homer versified: ... and pines with thirst midst a sea of waves. Coca-Cola. (Soft drink) Sheet from Roosevelt torch, Sept. 24, 1951, p. 2. © The Coca-Cola Co.; 24Sep51; KK68408.

Hospitality, on the way home. Coca-Cola. (Filling station attendant putting case in car. Soft drink) Sheet from the Bristol press, June 12, 1951, p. 2. © The Coca-Cola Co.; 12Jun51; KK68519.

I drink when I have occasion. Coca-Cola. (Cervantes. Soft drink) Sheet from the Dakota student, Nov. 2, 1951, p. 2. © The Coca-Cola Co.; 2Nov51; KK68684.

In camp, on leave, drink Coca-Cola. (Heads of two service men and one woman. Soft drink) Sheet from the Atomic blast, Sept. 28, 1951, p. 2. © The Coca-Cola Co.; 28Sep51; KK68682.

In Charleston, South Carolina, a favorite ... Coca-Cola. (College of Charleston. Soft drink) Sheet from the Colgate maroon, Feb. 7, 1951, p. 5. © The Coca-Cola Co.; 7Feb51; KK68025.

In Charleston, South Carolina, there is ... Coca-Cola. (The Citadel. Soft drink) Sheet from Bee Gee news, Aug. 1, 1951, p. 4. © The Coca-Cola Co.; 1Aug51; KK68023.

In Chicago, Illinois, a favorite gathering spot ... Coca-Cola. (Loyola University. Soft drink) Sheet from Hillsdale collegian, Mar. 21, 1951, p. 3. © The Coca-Cola Co.; 21Mar51; KK68034.

In Chicago, Illinois, there is always a ... Coca-Cola. (De Paul University. Soft drink) Sheet from Hillsdale collegian, Mar. 7, 1951, p. 3. © The Coca-Cola Co.; 7Mar51; KK68036.

In Durham, North Carolina, the "Y" on the ... Coca-Cola. (Duke University. Soft drink) Sheet from the Panther cub, Apr. 20, 1951, p. 3. © The Coca-Cola Co.; 20Apr51; KK68033.

In Los Angeles, California, a favorite ... Coca-Cola. (University of California at Los Angeles. Soft drink) Sheet from Hillsdale collegian, Mar. 14, 1951, p. 3. © The Coca-Cola Co.; 14Mar51; KK68035.

In Lubbock, Texas, the Texas Tech College ... Coca-Cola. (Soft drink) Sheet from Anchor, Mar. 1, 1951, p. 6. © The Coca-Cola Co.; 1Mar51; KK68027.

In Prairie, Mississippi, the ... Coca-Cola. (Trades Training Institute. Soft drink) Sheet from the Panther cub, May 18, 1951, p. 2. © The Coca-Cola Co.; 18May51; KK68029.

In Salt Lake City, Utah, there is always ... Coca-Cola. (University of Utah. Soft drink) Sheet from Hillsdale collegian, May 17, 1951, p. 4. © The Coca-Cola Co.; 17May51; KK68030.

In Storrs, Connecticut, a favorite ... Coca-Cola. (University of Connecticut. Soft drink) Sheet from WSC summer evergreen, Aug. 1, 1951, p. 4. © The Coca-Cola Co.; 1Aug51; KK68028.

In Tucson, Arizona, the Co-op on the campus ... Coca-Cola. (University of Arizona. Soft drink) Sheet from the Panther cub, May 7, 1951, p. 2. © The Coca-Cola Co.; 7May51; KK68031.

In Waterville, Maine, there is always ... Coca-Cola. (Colby College. Soft drink) Sheet from Hillsdale collegian, May 3, 1951, p. 3. © The Coca-Cola Co.; 3May51; KK68032.

It's here during July. Coca-Cola. [Woman at Coke and food display] (Beverage) Sheet from Chain store age, July 1951, p. 67. © The Coca-Cola Co.; 10Jul51; KK64317.

Join the food dealers who will profit from the big holiday promotion on Coke. Coca-Cola. (Santa Claus. Soft drink) Sheet from Chain store age, Nov. 1951, p. 196. © The Coca-Cola Co.; 30Oct51; KK68686.

A lunchtime beverage that means money in the bank. Drink Coca-Cola. (Sprite, glass and piggy bank. Soft drink) Sheet from Pacific drug review, July 1951, p. 17. © The Coca-Cola Co.; 1Jul51; KK66617.

Meeting the gang to discuss a quiz ... Coca-Cola. (Oklahoma A & M. Soft drink) Sheet from Anchor, Feb. 15, 1951, p. 6. © The Coca-Cola Co.; 15Feb51; KK68026.

Mighty refreshing. Drink Coca-Cola. (Soldier drinking Coke. Soft drink) Sheet from Milwaukee sentinel, Mar. 22, 1951, p. 6. © The Coca-Cola Co.; 22Mar51; KK68518.

New station, new time; now, Mario sings on Monday. Coca-Cola. (Soft drink) Sheet from St. Louis post-dispatch, Oct. 8, 1951, p. 6D. © The Coca-Cola Co.; 8Oct51; KK68008.

The new super dispenser for Coca-Cola, a one-unit modernization program. Coke. (Soft drink) Sheet from N.A.R.D. journal, Sept. 17, 1951, p. 1397. © The Coca-Cola Co.; 17Sep51; KK67116.

November advertising tells moving story, counter to table. Coca-Cola. (Soft drink) Sheet from the Coca-Cola bottler, Oct. 1951, center spread. © The Coca-Cola Co.; 15Oct51; KK68011.

Now, a 12-bottle carton. Coca-Cola. (Housewife walking with carton. Soft drink) Sheet from Cortland standard, Nov. 8, 1951, p. 10. © The Coca-Cola Co.; 8Nov51; KK68404.

Now, buy Coca-Cola in the new 12-bottle carton. (Boy putting groceries in car. Soft drink) Sheet from Cortland standard, Nov. 19, 1951, p. 7. © The Coca-Cola Co.; 19Nov51; KK68403.

October poster features good idea for sales. Coca-Cola, Coke. (Soft drink) Sheet from the Coca-Cola bottler, Sept. 15, 1951. © The Coca-Cola Co.; 15Sep51; KK67117.

On the double? Drink Coca-Cola. (Head of service girl and man. Soft drink) Sheet from the Atomic blast, Aug. 24, 1951, p. 2. © The Coca-Cola Co.; 24Aug51; KK68680.

One sip of this will bathe the drooping spirits in delight, beyond the bliss of dreams. Milton's Comus. Coca-Cola. (Soft drink) Sheet from the Erskine mirror, Nov. 8, 1951, p. 3. © The Coca-Cola Co.; 8Nov51; KK68405.

A pleasant companion reduces the length of a journey. Coca-Cola. (Publilius Syrus. Soft drink) Sheet from Old gold and black, Nov. 19, 1951, p. 2. © The Coca-Cola Co.; 19Nov51; KK68685.

Ride with Kit Carson. Coca-Cola. (Beverage) Sheet from St. Louis post-dispatch, Dec. 7, 1951, p. 8-F. © The Coca-Cola Co.; 7Dec51; KK68677.

Serve Coke and good food. (Coca-Cola bottles and food trays. Soft drink) Sheet from Milwaukee sentinel, July 12, 1951, p. 9. © The Coca-Cola Co.; 12Jul51; KK68520.

Serve Coke with good things to eat. Coca-Cola. [Carton and basket of food] (Beverage) Sheet from Junior league, June 1951, p. 4 of cover. © The Coca-Cola Co.; 25May51; KK64315.

Serve Coke with good things to eat. Coca-Cola. [Carton and basket of food; woman at display] (Beverage) Sheet from the Saturday evening post, June 16, 1951, p. 8-9. © The Coca-Cola Co.; 13Jun51; KK64318.

Serve Coke with good things to eat. Coca-Cola. (Picnic basket and carton; soft drinks) Sheet from Globe-democrat, June 17, 1951, p. 18. © The Coca-Cola Co.; 17Jun51; KK68009.

Servicio relámpago brings Coca-Cola to the homes of Lima in Peru. (Lima, Peru. Soft drink) Sheet from the American bottler, Oct. 1951, p. 24. © The Coca-Cola Co.; 1Oct51; KK67115.

Simple arithmetic tells you it's a profit machine. Coca-Cola, Coke. (Druggist at blackboard. Soft drink) Sheet from N.A.R.D. journal, Oct. 15, 1951, p. 1633. © The Coca-Cola Co.; 15Oct51; KK67118.

Socrates preached: the best season for food is hunger. For drink, thirst. Coca-Cola. (Soft drink) Sheet from el Mustang, Oct. 12, 1951, p. 6. © The Coca-Cola Co.; 12Oct51; KK68407.

Take Coke along. Coca-Cola. (Picnic table. Soft drink) Sheet from Milwaukee sentinel, July 3, 1951, p. 6. © The Coca-Cola Co.; 3Jul51; KK68521.

COCA-COLA COMPANY. Cont'd.

Talk about being good. Coca-Cola. (Santa Claus and big book. Soft drink) Sheet from Better homes & gardens, Nov. 1951, p. 4 of cover. © The Coca-Cola Co.; 26Oct51; KK68687.

This morning, tomorrow morning, and every morning. Coca-Cola. [Row of bottles] (Beverage) Sheet from Pittsburgh sun-telegraph, May 31, 1951, p. 17. © The Coca-Cola Co.; 31May51; KK64320.

To drive refreshed, drink Coca-Cola. [Girl leaning on car] (Beverage) Poster. © The Coca-Cola Co.; 1May51; KK63185.

To lunch refreshed. Coca-Cola. (Teen-age girl at fountain ... Soft drink) Poster. © The Coca-Cola Co.; 1Jun51; KK65270.

To play refreshed. Coca-Cola. (Bathing girl, silhouette. Beverage) Poster. © The Coca-Cola Co.; 1Aug51; KK66334.

Together again, Coke and 5¢. (Bottles, 5¢ sign and Coca-Cola sign. Soft drink) Sheet from Lancaster new era, June 1, 1951, p. 20. © The Coca-Cola Co.; 1Jun51; KK68678.

Tonight, KMOX, 7:00 p. m., Mario Lanza, star of the Great Caruso. Coca-Cola. (Soft drink) Sheet from St. Louis post-dispatch, Aug. 26, 1951, p. 4H. © The Coca-Cola Co.; 26Aug51; KK68010.

Want something good? Coca-Cola. (Boy and bottle. Soft drink) Poster. © The Coca-Cola Co.; 1Sep51; KK66922.

Want something good? Coca-Cola. (Hands in cooler. Soft drink) Sheet from Milwaukee sentinel, Aug. 2, 1951, p. 6. © The Coca-Cola Co.; 2Aug51; KK68523.

Want something good? Coca-Cola. (Pigtail girl. Soft drink) Poster. © The Coca-Cola Co.; 1Sep51; KK66921.

Want something good? Of course you do. Drink Coca-Cola. (Pigtail girl and glass. Soft drink) Sheet from the American girl, Sept. 1951, p. 4 of cover. © The Coca-Cola Co.; 25Aug51; KK66613.

Want something good? You've got it, when your hand's around a frosty bottle of Coke. Coca-Cola. (Three kids at cooler. Soft drink) Sheet from the American girl, Aug. 1951, p. 4 of cover. © The Coca-Cola Co.; 25Jul51; KK66614.

Your advertising for coke & food starts June 18. Coca-Cola. (Soft drink) Sheet from the Coca-Cola bottler, May 1951. © The Coca-Cola Co.; 15May51; KK64313.

Your advertising for July sells Coke & food. Coca-Cola. (Soft drink) Sheet from the Coca-Cola bottler, June 1951. © The Coca-Cola Co.; 15Jun51; KK64311.

Your August poster sells Coke. Coca-Cola. (Beverage) Sheet from the Coca-Cola bottler, July 1951. © The Coca Cola Co.; 15Jul51; KK64316.

COFFMAN (R. G.) COMPANY, INC.

Cast designs in porch posts, railings. (Ornamental iron) Folder. © The R. G. Coffman Co., inc.; 1Aug51; KK64602.

Coffman Universal Height porch posts. No. 199. Form 124. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 15Sep51; KK65972.

Coffman's no. 205 stock step railings. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 30Jul51; KK64342.

Examples of typical stoop conditions and railing requirements. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 1Aug51; KK64267.

Genuine hand-wrought ornamental iron. Folder. © The R. G. Coffman Co., inc.; 1Sep51; KK65374.

Genuine hand-wrought ornamental iron. A Coffman screen door grille guard ... Folder. © The R. G. Coffman Co., inc.; 1Nov51; KK67485.

COINTREAU, LTD. ©.

Cordials by Cointreau. Which flavor do you like best? Poster. © 24Sep51; KK65843.

COLD PROCESS ROOFING PRODUCTS.

Specifications for guaranteed cold process built-up roofs with Rubertite. (Roofing) Folder. © David Honoroff, d.b.a. Cold Process Roofing Products; 20Jul51 (in notice: 1948); KK65446.

COLE OF CALIFORNIA, INC. ©.

Cole of California opening Sept. 17th. (Beachwear) Sheet from Women's wear daily, Aug. 15, 1951, p. 49. © 15Aug51; KK65459.

How deep? Cole of California January showings. (Swimsuits) Sheet from Women's wear daily, Jan. 3, 1951, p. 37. © 3Jan51; KK63944.

How early is the worm? (Swimsuit) Sheet from Women's wear daily, Nov. 1, 1950, p. 45. © 1Nov50; KK63349.

How to cook up a beachware success. (Swimsuits) Sheet from Women's wear daily, Feb. 7, 1951, p. 45. © 7Feb51; KK63945.

How to keep fit to music. (Swimsuit) Sheet from Women's wear daily, Mar. 7, 1951, p. 3. © 7Mar51; KK63828.

Illusion of beauty. Matletex. (Swim suits and sun dresses) Sheet from Mademoiselle, June 1951, p. 1. © 29May51; KK64635.

Little angel wings. Cherub, or otherwise, she'll love her Cole original. (Swimsuit) Sheet from Good housekeeping, June 1951, p. 238. © 20May51; KK63769.

Now's the time to improve figures. Cole of California original. (Swimsuits) Sheet from Women's wear daily, June 6, 1951, p. 55. © 6Jun51; KK63286.

She wears a label on the outside too. Cole of California. (Swim suits) Sheet from Women's wear daily, Oct. 3, 1951, p. 37. © 3Oct51; KK68642.

Something to uphold. Cole of California. (Swim suits) Sheet from Women's wear daily, Nov. 14, 1951, p. 37. © 14Nov51; KK68641.

Will they stop swimming ... ? (Swim suits) Sheet from Women's wear daily, July 5, 1951, p. 39. © 5Jul51; KK64636.

COLLARD, CLARK ©.

The success story of Dale Butler. (Seed mixtures) 23 p. © 23Jun51; KK63827.

COLORAMA COMPANY.

Braswell's does it again. Colorama. (Furniture) Sheet from the Birmingham news, Birmingham, Ala., Sept. 12, 1951, p. 30. © Ross J. Black, d.b.a. Colorama Co.; 12Sep51; KK65492.

Braswell's does it again. Colorama chair group. (Furniture) Sheet from the Birmingham news, Oct. 7, 1951, p. 32. © Ross J. Black, d.b.a. Colorama Co.; 7Oct51; KK66397.

COLUMBIA PICTURES CORPORATION ©.

Bonanza town. (Stills, posters, window cards, lobby displays, etc.) Sheet. © 23Mar51; KK63222.

Cyclone fury. (Stills, posters, window cards, lobby display cards, etc.) Sheet. © 25Apr51; KK63220.

Missing daughters, Under age. (Stills, posters, window cards, lobby displays, cards, slides and mats) Folder. © 2Aug51; KK65112.

Smuggler's gold. (Stills, posters, window cards, lobby display cards, etc.) Folder. © 22Mar51; KK63221.

A song to remember. (Stills, posters, window cards, lobby display cards, slides and mats) Sheet. © 8Aug51; KK65111.

Start cheering. (Stills, posters, window cards, lobby display cards, slides and mats) Sheet. © 30Jul51; KK65113.

COLUMBIA RECORDS, INC. ©.

Accordiana, vol. II, Charles Magnante. (Phonograph records) Label. © 26Oct51; KK67505.

Adolph Lesser polka parade. Columbia. Set F-19. (Phonograph records) Label. © 18Dec50; KK64824.

The adventures of Peter Cottontail. Columbia. Set MJV-99. (Phonograph records) Label. © 12Feb51; KK66243.

Alec Wilder octet. Columbia. Set B-260. (Phonograph records) Label. © 18Jun51; KK66206.

All aboard the Showboat with Mr. I. Magination. Columbia. MJV-114. (Phonograph records) Label. © 13Aug51; KK66344.

American waltzes. Columbia. B-255. (Phonograph records) Label. © 28May51; KK66192.

André Toffel, Chansons de Paris. (Phonograph records) Label. © 1Oct51; KK66900.

Anniversary songs. Columbia LP. CL 6177. (Phonograph records) Label. © 14May51; KK66260.

L'Arlésienne suites nos. 1 and 2. Columbia Masterworks LP. ML 4409. (Phonograph records) Label. © 17Aug51; KK66219.

Bachianas brasileiras, no. 5. Villa-Lobos. Ah, fors è lui. Verdi. (Phonograph records) Label. © 1Oct51; KK67248.

Beethoven: Concerto in D Major for violin and orchestra. Columbia Masterworks LP. ML54371. (Phonograph records) Label. © 12Feb51; KK64815.

Beethoven: Concerto no. 4 in G major for piano and orchestra, op. 58. (Phonograph records) Label. © 1Jan51; KK66504.

Beethoven: Emperor concerto. Columbia Masterworks LP. ML 54373. (Phonograph records) Label. © 12Mar51; KK66220.

Beethoven: Symphony no. 7 in A major. Columbia Masterworks LP. ML 4414. (Phonograph records) Label. © 17Aug51; KK66222.

Beethoven: Symphony no. 8 in F major, op. 93. (Phonograph records) Label. © 1Jan50; KK66484.

Benny Goodman combos. Columbia. Set G 4-2. (Phonograph records) Label. © 4Sep51; KK66342.

Berlioz, La damnation de Faust. (Phonograph records) Label. © 14May51; KK66185.

Billie Holiday favorites. Columbia LP. CL 6163. (Phonograph records) Label. © 5Feb51; KK66262.

Bobby Hackett jazz session. Columbia LP. CL6156. (Phonograph records) Label. © 18Dec50; KK64823.

Boleros selectos, por trio Los Panchos, vol. 1. (Phonograph records) Label. © 12Nov51; KK68116.

Boleros selectos por trio Los Panchos, vol. 2. (Phonograph records) Label. © 18Jul51; KK55608.

Bouncy, bouncy, bally. I taut I taw a puddy-tat. Columbia. Set MJV-102. (Phonograph records) Label. © 26Feb51; KK66246.

Brahms: Sonata no. 1 in G major for violin and piano. Columbia Masterworks LP. ML 2193. (Phonograph records) Label. © 17Aug51; KK66229.

Brahms: Symphony no. 4 in E minor, op. 98. (Phonograph records) Label. © 1Jan50; KK66489.

Bruch: Concerto no. 1 in G minor for violin and orchestra, op. 26. (Phonograph records) Label. © 1Jan50; KK66485.

Bulu the Zulu. Fideree, Fidera. (Phonograph records) Label. © 26Oct51; KK67506.

By request. Nelson Eddy. (Phonograph records) Label. © 5Nov51; KK68092.

Carlo Buti favorites. (Phonograph records) Label. © 5Feb51; KK66180.

Carmen excerpts; Bizet. Columbia. A-607. (Phonograph records) Label. © 30Apr51; KK66190.

Carnegie Pops program. (Phonograph records) Label. © 1Oct51; KK66898.

Carnegie Pops, program II. Columbia Masterworks LP. ML 2176. (Phonograph records) Label. © 14May51; KK66225.

Chausson: Poème for violin and orchestra; Saint-Saëns: Introduction and Rondo capriccioso for violin and orchestra. (Phonograph records) Label. © 17Sep51; KK66756.

Children's favorite hymns. Columbia. Set MJV-97. (Phonograph records) Label. © 12Feb51; KK66241.

Chopin: Preludes, op. 28. Columbia Masterworks LP. ML 4420. (Phonograph records) Label. © 17Aug51; KK66221.

Christmas carols by Mount Holyoke College Glee Club. (Phonograph records) Label. © 1Oct51; KK66896.

Christmas hymns and carols. The Columbia choristers. (Phonograph records) Label. © 15Oct51; KK67245.

Classics in rhythm, Les Brown and his band of renown. (Phonograph records) Label. © 1Jan51 (in notice: 1950); KK66892.

Claude Thornhill encores. Columbia LP. CL 6164. (Phonograph records) Label. © 12Feb51; KK66261.

Cocktail time. Columbia. B-259. (Phonograph records) Label. © 2Jul51; KK66205.

The Columbian limited. Real train sounds. (Phonograph records) Label. © 26Oct51; KK67508.

Come on-a Stan's house. Columbia. B-282. (Phonograph records) Label. © 4Sep51; KK66339.

Continental waltzes. Victor Silvester and his strings for dancing. (Phonograph records) Label. © 2Nov51; KK67502.

Conversation piece. Lily Pons. Noel Coward. (Phonograph records) Label. © 19Nov51; KK68380.

Copellia; ballet music. Columbia Masterworks. A-775. (Phonograph records) Label. © 4Sep51; KK66341.

Le coq d'or suite, Rimsky-Korsakov. Le chasseur maudit, Franck. (Phonograph records) Label. © 19Nov51; KK68383.

Cowboy songs. Git along little dogies and Big rock candy mountain. (Phonograph records) Label. © 1Nov51; KK68129.

Curtain time. Morton Gould at the piano ... (Phonograph records) Label. © 19Nov51; KK68375.

Daddy wouldn't buy me a bow-wow, and I don't want to play in your yard. (Phonograph records) Label. © 1Nov51; KK68132.

Dandy, Handy and Candy. Willie the whistling giraffe. Columbia. MJV-117. (Phonograph records) Label. © 13Aug51; KK66343.

David and Goliath. Daniel in the lions' den. Columbia. Set MJV-100. (Phonograph records) Label. © 12Feb51; KK66244.

Debussy: Children's corner suite. Columbia Masterworks LP. ML4366. (Phonograph records) Label. © 12Feb51; KK64811.

De Falla: Seven popular Spanish songs. Songs of Miguel Sandoval. Columbia Masterworks LP. ML 2189. (Phonograph records) Label. © 16Jul51; KK66233.

The Dell trio presents. (Phonograph records) Label. © 23Jul51; KK66182.

Dorothy Kirsten sings songs of Jerome Kern. Columbia Masterworks LP. ML2175. (Phonograph records) Label. © 16Apr51; KK64828.

Edith Piaf: Chansons parisiennes, volume II. Columbia. F4-9. (Phonograph records) Label. © 2Jul51; KK66211.

Edith Piaf encores. Columbia LP. FL 9527. (Phonograph records) Label. © 19Feb51; KK66201.

Édith Piaf encores. (Phonograph records) Label. © 8Oct51; KK66903.

Edith Piaf: Hits from La P'tite Lili. (Phonograph records) Label. © 7Sep51; KK66746.

Édith Piaf sings again. (Phonograph records) Label. © 8Oct51; KK66904.

Eleanor Steber and Nelson Eddy in New moon. Columbia Masterworks LP. ML2164. (Phonograph records) Label. © 26Dec50; KK64826.

Elena Nikolaidi in operatic arias; Elena Nikolaidi in song recital. Columbia Masterworks LP. ML2165. (Phonograph records) Label. © 12Feb51; KK64810.

Ernest Bloch: Schelomo; Saint-Saëns: Concerto no. 1 in A minor for 'cello and orchestra. (Phonograph records) Label. © 17Sep51; KK66761.

Erroll Garner gems. Columbia LP. CL6173. (Phonograph records) Label. © 9Apr51; KK64829.

An evening at the Pump Room with David Le'Winter and his orchestra. (Phonograph records) Label. © 2Nov51; KK67504.

Evening with Paris. Columbia LP. CL6179. (Phonograph records) Label. © 4Jun51; KK66259.

Excerpts from the Chocolate soldier, Risë Stevens & Nelson Eddy. (Phonograph records) Label. © 1Oct51; KK66897.

Excerpts from the Student prince; Risë Stevens, Nelson Eddy. (Phonograph records) Label. © 1Oct51; KK66894.

Farm animals. (Phonograph records) Label. © 1Nov51; KK68123.

Frankie Carle and his girl friends. Columbia. B-97. (Phonograph records) Label. © 7May51; KK66195.

Frankie Yankovic polka parade. Columbia LP. FL 9528. (Phonograph records) Label. © 26Mar51; KK66202.

Frankie Yankovic's waltz parade. Columbia LP. FL 9529. (Phonograph records) Label. © 28May51; KK66203.

Fulton Oursler reading from the Holy Bible. (Phonograph records) Label. © 12Nov51; KK68118.

Fuzzy Wuzzy wuz a bear. My choc'late rabbit. Columbia. Set MJV-95. (Phonograph records) Label. © 5Feb51; KK66240.

George Wettling's jazz band. Columbia. Set B-272. (Phonograph records) Label. © 23Jul51; KK66209.

Gershwin: An American in Paris. (Phonograph records) Label. © 19Oct51; KK67333.

Gershwin: Concerto in F. (Phonograph records) Label. © 1Jan50; KK66490.

Gershwin: Rhapsody in blue, An American in Paris. (Phonograph records) Label. © 1Jan50; KK66491.

Gounod: Faust. (Phonograph records) Label. © 16Jul51; KK66891.

Grandfather Kringle and The twelve days of Christmas. (Phonograph records) Label. © 10Sep51; KK66757.

The Grandma Moses suite. Columbia LP. ML 2185. (Phonograph records) Label. © 11Jun51; KK66217.

Great tenor arias. Columbia. A-870. (Phonograph records) Label. © 4Jun51; KK66194.

Grieg: Concerto in A minor for piano and orchestra, op. 16. (Phonograph records) Label. © 1Jan50; KK66492.

Grieg: Concerto in A minor for piano and orchestra, op. 16. (Phonograph records) Label. © 21Sep51; KK66760.

Guess what I am. Guess who I am. (Phonograph records) Label. © 26Mar51; KK68119.

Guess what I am. Guess who I am. Columbia. MJV-106. (Phonograph records) Label. © 26Mar51; KK66250.

Handel-Beecham: The faithful shepherd suite. Columbia Masterworks LP. ML 54374. (Phonograph records) Label. © 12Mar51; KK66218.

COLUMBIA RECORDS INC. ©. Cont'd.

Hansel and Gretel. (Phonograph records) Label. © 1Nov51; KK68127.

The happy calliope song. The circus day parade. Columbia. Set MJV-111. (Phonograph records) Label. © 21May51; KK66255.

Harmonica impressions, Eddy Manson. (Phonograph records) Label. © 16Jul51; KK66181.

Harmony time; the Chordettes. vol. 2. Columbia LP. CL6170. (Phonograph records) Label. © 9Apr51; KK64822.

Harry James dance parade. (Phonograph records) Label. © 5Nov51; KK68094.

Hawaiian blossoms, Haleloki Kahauolopua [and] Arthur Godfrey. (Phonograph records) Label. © 1Oct51; KK66899.

Herman Chittison trio. Columbia. B-261. (Phonograph records) Label. © 25Jun51; KK66207.

Holiday in Vienna. Columbia Masterworks LP. ML 2179. (Phonograph records) Label. © 14May51; KK66228.

Ibéria. La mer, Debussy. (Phonograph records) Label. © 19Nov51; KK68384.

Jack and the beanstalk. (Phonograph records) Label. © 1Nov51; KK68124.

Jack Jenney; Golden era series. Columbia [phonograph] record. Label. © 7Dec51; KK68545.

Jennie Tourel, mezzo-soprano. Chansons madécasses. Trois chansons de Bilitis. Columbia LP. ML 2184. (Phonograph records) Label. © 11Jun51; KK66216.

Jiminy Cricket and the Sandman. Columbia. Set MJV-107. (Phonograph records) Label. © 15Jun51; KK66251.

Jingle bells and Good King Wenceslas. (Phonograph records) Label. © 1Nov51; KK68130.

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Cornell-Dubilier engineering bulletin. Bulletin no. 519. (Tantalum electrolytic capacitors) Sheet. © 8Sep51; KK65808.

Cornell-Dubilier engineering bulletin no. 519. Tantalum electrolytic capacitors. Sheet. © 29Jun51; KK64037.

Cornell Dubilier engineering bulletin, 2-615. Ceramic disc-type temperature compensating capacitors. Sheet. © 28Jun51 (in notice: 1950); KK64134.

Military, industrial & transmitter capacitors, mica-dieletric, as offered by Cornell-Dubilier. Catalog 420. 59 p. © 25Jun51; KK63946.

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CRESSLER Products Company, Edward Payson Cressler, d.b.a. SEE Cressler, Edward Payson.

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For a fine Vermouth of sheer delight. Cresta Blanca. (Wine) Sheet from Chicago daily tribune, Nov. 9, 1950, p. 12F. © Schenley Industries, inc. d.b.a. Cresta Blanca Wine Co.; 9Nov50; KK63236.

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Danco germicidal oil clipper sterilizer. Label. © Lyle Roscoe Day, d.b.a. Danco Germicidal Oil Co.; 1Apr51; KK64110.

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New product announcement. Taylor lift type disc tiller, model 10-64. (Farm equipment) Sheet. © 12Jul51; KK64662.

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Feature the leader, Nullo. (Deodorant tablet) Sheet. © The De Pree Co.; 6Aug51; KK64482.

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Do your Christmas scrapping early. Turn in all your dormant scrap now. (Steel) Sheet from Detroit purchasor, Nov. 1951, p. 14. © 10Nov51; KK68281.

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Amazing new kind of greeting card. Sheet from Modern screen, July 1951, p. 85. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 8Jun51; KK63737.

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I don't really need extra money. (Greeting cards) Sheet from Woman's day magazine, July 1950, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 29Jun50; KK63720.

Jane's surprise. No wonder so many folks make good money. (Greeting cards) Sheet from the Sunday news, New York, Feb. 4, 1951, p. 23. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 4Feb51; KK63739.

Let us send you this lovely greeting card sampler. (Greeting cards) Sheet from Woman's day magazine, July 1950, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 29Jun50; KK63721.

Lots of folks make good money this pleasant way. (Greeting cards) Sheet from Woman's day magazine, July 1950, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 29Jun50; KK63719.

No wonder folks make good money. (Greeting cards) Sheet from the American home, Feb. 1951, p. 97. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Jan51; KK63734.

No wonder so many debs make $25 easily. (Greeting cards) Sheet from Senior prom, Feb. 1951, p. 65. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 1Feb51; KK63743.

No wonder so many debs make $25 easily, without a job or putting in regular hours. (Greeting cards) Sheet from the American girl, Jan. 1951, p. 29. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Dec50 (in notice: 1951); KK63744.

No wonder so many folks make good money. (Greeting cards) Sheet from Extension magazine, Feb. 1951, p. 1. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 15Jan51; KK63732.

No wonder so many folks make good money. (Greeting cards) Sheet from McCall needlework, fall-winter 1950, p. 113. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 10Jul50; KK63726.

No wonder so many folks make good money. (Greeting cards) Sheet from Woman's home companion, Jan. 1951, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 22Dec50 (in notice: 1951); KK63727.

No wonder these lovely cards sell on sight, and no wonder so many folks make extra spending money. (Greeting cards) Sheet from American girl, Feb. 1951, p. 37. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Jan51; KK63736.

People all say: these are the most beautiful cards we've ever seen ... no wonder so many folks make good money. (Greeting cards) Sheet from Senior prom, Jan. 1951, p. 3. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 1Jan51; KK63738.

People all say: they're the most beautiful cards we've ever seen ... no wonder so many folks make good money. (Greeting cards) Sheet from Personal romances, Feb. 1951, p. 88. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 5Jan51; KK63742.

People send cards like these all year 'round. No wonder so many folks make good money. (Greeting cards) Sheet from Christian herald, Mar. 1951, p. 97. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Feb51; KK63741.

People send millions of greetings like these for birthdays, anniversaries, weddings ... Sheet from Columbia magazine, Jan. 1951, cover. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 1Jan51; KK63730.

She makes good money, just chatting with friends. (Greeting cards) Sheet from Woman's day magazine, July 1950, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 29Jun50; KK63724.

Today folks all over the country are turning empty hours into extra money. (Greeting cards) Sheet from Woman's day magazine, July 1950, p. 121. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 29Jun50; KK63722.

U. S. Gov't boosts parcel post rates. (Postage surcharge flyer. Greeting cards) Sheet. © Harry Doehla Co.; 8Oct51; KK66269.

We have found the one plan that meets all of our fund-raising needs. (Greeting cards) Sheet from Extension magazine, Aug. 1950, p. 3. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 15Jul50; KK63733.

Your beautiful cards are just what my friends are looking for. No wonder so many folks make good money. (Greeting cards) Sheet from Everywoman's magazine, Jan. 1951, p. 81. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Dec50 (in notice: 1951); KK63740.

Your beautiful cards are just what my friends are looking for. No wonder folks make good money. (Greeting cards) Sheet from This week magazine, Dec. 31, 1950, p. 4 of cover. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 31Dec50 (in notice: 1951); KK63728.

Your beautiful cards are just what my friends are looking for. No wonder so many folks make good money. (Greeting cards) Sheet from the American home, Aug. 1950, p. 16. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 25Jul50; KK63735.

DOEHLA Greeting Cards, inc. SEE Doehla (Harry) Company.

DOERING (A. L.) MANUFACTURING CORPORATION ©.

Disk O Matic. (Spark plugs) Label. © 1Dec50; KK64851.

DOHO CHEMICAL CORPORATION ©.

Antibiotics in otology? Auralgan is the simple, effective remedy. O-tos-mo-san, Rhinalgan, Rectalgan. Folder. © 3Dec51; KK68402.

DOLE Sales Company and Barron-Gray Packing Company, Hawaiian Pineapple Company, ltd., d.b.a. SEE Barron-Gray Packing Company.

DOL-LEE-DOLLS.

Doll for dressing with ribbon and lace. Mary Lee, another Dol-Lee creation. (Pattern) Label. © Dol-Lee Dolls, Inez Reinhardt, sole owner; 1Sep51; KK67342.

DOMINO WALL-DEC COMPANY ©.

Dominos, wallpaper in sheets, or panels, packed flat in a box. Sheet. © 12Nov51; KK67578.

Wall-Dec, the wallpaper that comes in a box, so easy to apply. Folder. © 12Nov51; KK67577.

DOMORE CHAIR COMPANY, INC. ©.

The difference is Do/More. (Office chairs) Folder. © 4Oct51; KK68042.

DONAHUE SALES CORPORATION ©.

Don't wait until you see the white in their eyes. Talon. (Zippers) Sheet from Notion and novelty review, Mar. 1951, p. 70-71. © 25Feb51; KK63160.

Fall's big fashion news is skirts. Talon. (Zippers) Sheet from Notion and novelty review, Sept. 1951, p. 61. © 25Aug51; KK67068.

The fashion color wheel for fall and winter home sewing. Talon. (Zippers) Sheet from Notion and novelty review, Aug. 1951, p. 67. © 25Jul51; KK66322.

Get set for a teen-age rush on Talon zippers. (Slide fasteners) Sheet from Notion and novelty review, July 1951, p. 49. © 25Jun51; KK63547.

Here's one bouquet you'd better catch. Talon Zipper. (Fasteners) Sheet from Notion & novelty review, Feb. 1951, p. 102-103. © 25Jan51; KK64867.

Here's the color picture for the next 60 days. Talon. (Zippers) Sheet from Notion & novelty review, June 1951, p. 55. © 25May51; KK63156.

Hot off the griddle! Three important new colors for zipper selling ... Talon. Sheet from Notion and novelty review, Oct. 1951, p. 6. © 25Sep51; KK67067.

In teaching skirt zipper application. Talon. Sheet. © 20Aug51; KK66323.

In the first 6 months of 1951 alone. Talon. (Zippers) Sheet from Notion & novelty review, Jan. 1951, p. 72-73. © 25Dec50 (in notice: 1951); KK63158.

Key your spring-summer home sewing promotion. Talon. (Zippers) Sheet from Notions and art needlework, Apr. 1951, p. 10-11. © 20Mar51; KK63159.

Sweetheart of the sewing basket. Talon. (Zippers) Sheet from Notion and novelty review, May 1, 1951, p. 59. © 25Apr51; KK63157.

DORR COMPANY.

The Dorr Clone, a new and proven tool in metallic and non-metallic minerals and chemical processing. 14 p. © The Dorr Co.; 23Nov51; KK67830.

The Dorr Detritor, modern method for removing grit from sewage and trade wastes. Bulletin no. 6411. 20 p. © The Dorr Co.; 5Oct51; KK66278.

Dorr thickeners; for chemical, metallurgical and industrial processing. Bulletin no. 3001. 24 p. © The Dorr Co.; 31Oct51; KK67159.

The Dorrco plunger pump ... for pumping sludges in water, sewage and industrial waste treatment plants. Bulletin no. 5182. 7 p. © The Dorr Co.; 27Sep51; KK65890.

DOUBLEDAY AND COMPANY, INC. ©.

Surprise baskets. Pull the magic strings to find your surprise. (Children's novelties) Label. © 1Oct51; KK66009.

DOUGLAS FIR PLYWOOD ASSOCIATION ©.

Beautiful interiors with Douglas fir plywood. Folder. © 17Oct51; KK67697.

Better building with Douglas fir plywood. Folder. © 17Oct51; KK67698.

Design freedom with the modern miracle, Douglas Fir plywood ... Folder. © 25Aug51; KK65025.

Douglas fir plywood, America's busiest building material. 19 p. © 1Nov51; KK67154.

Ideas to help you build a better home; selected from House beautiful's Pace-Setter house for 1951. 11 p. © 17Oct51; KK67157.

Plans and specifications for Douglas fir plywood shelf-door wardrobe. Folder. © 22Oct51; KK67155.

A portfolio of architectural designs for plywood built-ins. 16 p. © 30Apr51; KK67156.

DRELL MANUFACTURING COMPANY, INC. ©.

Penthouse jewelry creations. Counter display card. © 15Sep51; KK65901.

DRI DUX, INC. ©.

Howdy, m'am, I'm the Dri Dux duck. (Water and mildew resistant) Folder. © 15May51; KK63933.

DRISCOLL, Wallace Timothy, d.b.a. Driscoll Furniture Polish. SEE Driscoll Furniture Polish.

DRISCOLL'S FURNITURE POLISH.

Driscoll's furniture polish. Label. © Wallace Timothy Driscoll, d.b.a. Driscoll's Furniture Polish; 7Jun51; KK63370.

DRITZ (JOHN) AND SONS ©.

Dritz belt and buckle kit. Label. © 1Aug51; KK66557.

Dritz rhinestones. Label. © 1Jun51; KK66558.

DRUG Laboratories, inc., predecessor to Norex Laboratories, inc. SEE Norex Laboratories, inc.

DRUS, P. PAUL J. ©.

Pokitpak; a convenient, rectangular lunch jar ... Sheet. © 26Sep51; KK66883.

DRYCO CORPORATION ©.

DrycoMatic thumb-operated steam-electric iron. Sheet. © 18Apr51; KK63270.

20 o/o more finishing per operator hour. DrycoMatic [iron] Dryco E-Z-Squeeze water spray gun. Sheet. © 25Sep51; KK66274.

DUFF, DOROTHY.

Your youngsters will love these cute Easter bunnies and eggs ... Duff's gingerbread mix. Sheet. © Dorothy Duff, Duff's Kitchen; 19Mar51; KK65750.

DUFF'S Kitchen. SEE Duff, Dorothy.

DU MONT (ALLEN B.) LABORATORIES, INC. ©.

Du Mont Acorn air-cooled transmitter; bulletin no. TTD-T101. Pamphlet. © 15Apr51; KK68531.

Du Mont, first in television with quality control. (Television receivers) Sheet from Industrial quality control, May 1951, p. 34. © 1May51; KK66629.

Du Mont 5 KW Oak air-cooled transmitter; bulletin no. TTD-T102. Pamphlet. © 15Apr51; KK68532.

Du Mont presents table model television ... The Sumter. Telesets. (Television receivers) Sheet from the National geographic magazine, Aug. 1951. © 1Aug51; KK66628.

Du Mont presents the Westbury Series II. (Television receiver) Folder. © 20Dec50; KK64230.

Du Mont presents the world's largest television picture tube. (Television sets) Sheet from New York journal American, Mar. 7, 1951, p. 23. © 7Mar51; KK63172.

Du Mont Selfocus Teletron. (Cathode-ray tubes) Sheet from Radio & television retailing, Aug. 1951, p. 81. © 1Aug51; KK64522.

Du Mont television for outstanding performance. Sheet from Saturday evening post, May 12, 1951, p. 66. © 9May51; KK63168.

Du Mont television, the standard of comparison. (Television receivers) Sheet from the National geographic magazine, July 1951. © 1Jul51; KK66627.

DU MONT (ALLEN B.) LABORATORIES, INC. ©. Cont'd.

Du Monts do more for dealers. (Television sets) Sheet from Electrical merchandising, May 1951, p. 211. © 1May51; KK63169.

Du Mont's production facilities for electronic products. Sheet from Shipmate, June 1951, p. 28. © 25May51; KK63173.

For the long pull you need the strongest line. Du Mont. (Television receivers) Sheet from Electrical merchandising, July 1951, p. 40. © 1Jul51; KK66630.

14 infantry divisions could assemble on the floor space available at Du Mont. Precision electronics and television. Sheet from Shipmate, Oct. 1951, p. 30. © 25Sep51; KK68533.

Inside, outside, all around the store. Du Mont, first with the finest in television. Sheet from Electrical merchandising, Sept. 1951, p. 170-171. © 1Sep51; KK68528.

It's revolutionary. The new Selfocus Teletron. Du Mont. (Cathode-ray tubes) Sheet from Western radio & appliances, Aug. 1951, p. 11. © Allen B. Du Mont Laboratories, inc. (Tube Division); 25Jul51; KK64523.

Look inside, see how the Du Mont chassis story creates customer interest, moves merchandise. (Television receivers) Sheet from Electrical merchandising, Nov. 1951, p. 13. © 1Nov51; KK68530.

Look inside, see how the Du Mont chassis story will do more for you. (Television receivers) Sheet from Electrical merchandising, Oct. 1951, p. 149. © 1Oct51; KK68529.

Look inside, then compare. See why Du Monts do more. (Television receivers)
Sheet from Harper's magazine, Oct. 1951, p. 2. © 30Oct51; KK68534.
Sheet from the National geographic magazine, Oct. 1951. © 1Oct51; KK68536.
Sheet from the National geographic magazine, Dec. 1951. © 1Dec51; KK68535.

Look to Du Mont for greater line stability. The Mt. Vernon. (Television receivers) Sheet from Electrical merchandising, Aug. 1951, p. 155. © 1Aug51; KK68527.

Nearly 1,000,000 square feet, 9 times the flight deck area of the largest aircraft carrier. Du Mont. (Precision electronic manufacturing) Sheet from Shipmate, Aug. 1951, p. 26. © 25Jul51; KK66632.

Proudly presenting the Westminster Series II by Du Mont. (Television sets) Sheet from Christian Science monitor, Mar. 23, 1951, p. 3. © 23Mar51; KK63171.

See history in the making as it happens on a Du Mont Teleset. Sheet from New York herald tribune, Apr. 18, 1951, p. 13. © 18Apr51; KK63175.

30 inches, the world's largest television picture tube. Du Mont. (Television sets) Sheet from New York times, Mar. 7, 1951, p. 22-23. © 7Mar51; KK63170.

20th year as pioneer. (Electronic products) Sheet from Shipmate, May 1951, p. 1. © 25Apr51; KK63174.

Twenty years of Du Mont electronic leadership. Du Mont precision electronics and television. Sheet from Wave guide, May 1951, p. 18. © 1May51; KK66633.

Why leading dealers make Du Mont their leader line. (Television receivers) Sheet from Electrical merchandising, June 1951, p. 85. © 1Jun51; KK66631.

DUO Therm Division, Motor Wheel Corporation. SEE Motor Wheel Corporation. Duo Therm Division.

DU PONT (E. I.) DE NEMOURS AND COMPANY, INC. ©.
Du Pont selling slants. For Zerone, Zerex jobber salesmen. Do you suffer from buck fever? (Anti-freeze) Folder. © 19Sep51; KK68178.

DU PONT DE NEMOURS (E. I.) AND COMPANY ©.
Selling slants. Du Pont Zerone, Zerex anti-freeze. Folder.
July 1951. © 9Jul51; KK64408.
Oct. 1951. © 24Oct51; KK67655.

DUPUY, Charles F. J., owner, Beautergent Products. SEE Beautergent Products.

DUREZ PLASTICS AND CHEMICALS, INC.
Durez casting resin. A technical discussion with full instructions for its use. 15 p. © Durez Plastics & Chemicals, inc. & Rezolin, inc.; 15Oct51; KK67610.

DURKEE-ATWOOD COMPANY ©.
Belt stock change-overs are a pleasure when you go factory fresh. Durkee-Atwood automotive belt. Sheet from Super service station, Aug. 1951, p. 2. © 15Aug51; KK65036.

Easier to sell, and it stays sold. Durkee-Atwood automotive belt. Sheets from Jobber topics, Aug. 1951, p. 8-9. © 15Aug51; KK65035.

Going like wildfire. Durkee-Atwood automotive belt. Sheet.
From Jobber topics, July 1951, p. 24-25. © 15Jul51; KK63653.
From Super service station, July 1951, p. 15. © 15Jul51; KK63654.

This beauty-treatment sells your V-belts faster. Durkee-Atwood. Sheet from Super service station, Sept. 1951, p. 2 of cover. © 15Sep51; KK65821.

DURKIN, OWEN EDWARD ©.
Vimvite. (Vitamin-mineral tablets) Label. © 11Oct51; KK66706.

DURO-TEST CORPORATION ©.
Ask the men who use them. Duro-Test ... traffic signal lamps. Sheet from Municipal signal engineer, Mar.-Apr. 1951, p. 60. © 15Mar51; KK67791.

Candelite by Duro-Test. (Fluorescent lamps) Sheet from National furniture review, Apr. 1951, p. 100. © 1Apr51; KK65536.

Duro-Test, America's best for safety along the airlanes. (Lamps) Sheet from Municipal signal engineer, Jan.-Feb. 1951, p. 60. © 15Jan51; KK67790.

Duro-Test announces Tru-White, the new incandescent lamp. Sheet from Clover Farm bee, Aug. 1951, p. 12. © 5Aug51; KK67722.

Duro-Test announces 2 new Durex All-Weather R-38 lamps. Sheet. © 1May51; KK65539.

Duro-Test color sampler. (Fluorescent lamps) Sheet. © 15Jun51; KK65537.

Duro-Test defies the lightning. 4000 hour traffic signal lamps. Sheet from Municipal signal engineer, Sept.-Oct. 1951, p. 60. © 15Sep51; KK67792.

Duro-Test Generaliter Directorlite. (Lighting fixtures) Sheet. © 14May51; KK65538.

Duro-Test Louverliners, Openliners, Directorlites. America's finest fluorescent fixtures. Sheet from Clover Farm bee, July 1951, p. 21. © 5Jul51; KK67723.

Duro-Test, maker of America's best lamps, fluorescent and incandescent. Sheet from the Clover Farm bee, June 1950, p. 5. © 5Jun50; KK67725.

Duro-Test, the new fluorescent lamp that reduces your lighting cost. Sheet from Clover Farm bee, Sept. 1950, p. 2. © 5Sep50; KK67724.

For sale, 5000 hours. Duro Test, America's best traffic signal lamp. Sheet from Municipal signal engineer, July-Aug. 1950, p. 64. © 15Jul50; KK67789.

Guard your safety record with Duro-Test traffic signal & street series lamps. Folder. © 28Aug51; KK65535.

The Industrialist, by Duro-Test. A quality fixture at competitive price. (Lamps) Folder. © 28Sep51; KK67788.

Merry Christmas and a bright, happy new year. Duro-Test Corporation. (Lamps) Folder. © 9Nov51; KK67721.

Modernize with Duro-Test 10,000 hour Candelite lamps. Sheet from National furniture review, May 1951, p. 78. © 1May51; KK65540.

DYBY, KNUD DYRING.
Hans Christian Andersen: Fairy tale library, Tiny theatre, Treasure chest. (Books) Label. © 1Nov51; KK67962.

Hans Christian Andersen: Fairy tales. (Books) Label. © 1Nov51; KK67961.

DYDE, Gerald B., owner of C. D. Products Company. SEE C. D. Products Company.

DYNAMART, INC. ©.
It's daring. Self-storing, three way action aluminum combination screen & storm windows. Sheet from New York daily news, June 3, 1951, p. 44. © 3Jun51; KK63939.

DYNAMIC KERNELS FOUNDATION, INC. ©.
Hayden's wheat germ, nothing added. A tasty cereal, needs no cooking. Label. © 10Sep51; KK65413.

E

E. M. FEATURE SERVICE ©.
Help! Help! Police! ... Police and firemen's popularity contest. (General merchandise) Sheet from the Rutherford republican, Rutherford, N. J., Oct. 18, 1951, p. 2. © 18Oct51; KK66884.

E-Z-EST PRODUCTS COMPANY.
E-Z-Est Jeweluster. (Jewelry polish) Label. © Arnold Sampson, d.b.a. E-Z-Est Products Co.; 12Sep51; KK66688.

E-Z-Est Metaluster for all metals, except silver. Cleans copper & brass without rubbing. Label. © Arnold Sampson, d.b.a. E-Z-Est Products Company; 9Jul51; KK64435.

E-Z-Est silver polish. Retards tarnish, will not scratch. Label. © Arnold Sampson, d.b.a. E-Z-Est Products Co.; 9Jul51; KK64434.

E-Z-Est wood wax for furniture, woodwork, venetian blinds. Label. © Arnold Sampson, d.b.a. E-Z-Est Products Co.; 9Jul51; KK64436.

E-Z MILLS, INC. ©.

Dial their weight, you'll find their size the E-Z way. E-Z infants' and children's underwear and sleepwear. Counter display card. © 24Oct51; KK67611.

E-Z PRODUCTS ©.

Aquapruf adjustable swim goggle. Label. © 22Oct51; KK66957.

EAGLE-PICHER COMPANY ©.

Try before you buy. Giant home test color album. (Paints) Portfolio. © 1Dec50; KK65134.

EARLE, Chester B., Chet B. Earle Used Cars. SEE Earle (Chet B.) Used Cars.

EARLE (CHET B.) USED CARS.

Chet B. Earle guaranty, issued by Chet B. Earle Used Cars. Sheet. © Chet B. Earle Used Cars (Chester B. Earle); 31Jul51; KK65858.

EASI-BILD PATTERN COMPANY ©.

Add-A-Room. Easi-Bild. No. 760. (Patterns) Label. © 23Jan51; KK63637.

Cabinet ironing board. Easi-Bild. No. 133. (Patterns) Label. © 5Jan51; KK63633.

Greenhouse. Easi-Bild. No. 112. (Patterns) Label. © 25Apr51; KK63634.

Modern coffee table. Easi-Bild. No. 309. (Patterns) Label. © 15Jan51; KK63638.

Modern 6 room house. Easi-Bild. No. 502. (Patterns) Label. © 3Apr51; KK63635.

Outdoor Christmas greeting. Easi-Bild. No. 331. (Patterns) Label. © 6Oct50; KK63636.

Telephone shelf. Easi-Bild. No. 313. (Patterns) Label. © 5Jan51; KK63632.

Wall to wall bookcase. Easi-Bild. No. 264. (Patterns) Label. © 26Feb51; KK63639.

EASTCO, INC. ©.

The danger in waiting for your child to outgrow pimples. Clearasil. [Pharmaceutical] Sheet from Binghamton press, Binghamton, N. Y., Oct. 16, 1951, p. 10. © 16Oct51; KK67574.

Who'd believe I was ever embarrassed by pimples. Amazing new medication starves pimples ... Clearasil. Sheet from Buffalo evening news, Feb. 28, 1951, p. 67. © 28Feb51; KK67575.

EASTERN INDUSTRIES, INC. ©.

Eastern sump pumps. Bulletin 700. Folder. © 31May51; KK63710.

EASTERN JEWELRY MANUFACTURING COMPANY ©.

Sutton jewelry, 98 ¢. Fashion jewelry at its finest. (Advertising display for costume jewelry) Counter display card. © 2Jul51; KK64932.

EASY METHOD AUTO DRIVER TRAINING SCHOOL, INC. ©.

Your assurance policy, by Easy Method. (Driving instructions) Folder. © 15Nov51; KK67626.

EDEN PAINT COMPANY ©.

Eden paints. Our goal, the ultimate in quality and performance. Label. © 23Aug50; KK66136.

EDISON (THOMAS A.) INC. ©.

A line on Televoice, remote control dictation with Edison TeleVoicewriter. Pamphlet. © 31Oct51; KK68446.

EDISON DISTRIBUTORS ©.

Pierre; California muscatel wine. Label. © 30Jul51; KK67891.

EDWARDS OVERHEAD DOOR COMPANY, INC. ©.

Attention Mr. Builder. Residential, service station, industrial. Overhead doors. (Garage doors) Folder. © 7Aug51; KK64302.

Edwards sectional overhead doors [for garages] Folder. © 20Aug51; KK64705.

EKCO PRODUCTS COMPANY ©.

Flint Kitchen-ettes stainless steel kitchen tools. Number 1973. Label. © 28Dec50; KK66053.

Flint stainless Town and Country chef set. No. 1950. (Culinary tools) Label. © 13Apr51; KK66054.

Flint Steerhead stainless Town and Country chef set. No. 1950. (Culinary tools) Label. © 18Jul50; KK66055.

ELECTROLUX CORPORATION ©.

Win your new fall suit by your sales accomplishments. Now you can win ... Westinghouse electric blanket. Sheet. © 1Sep51; KK65762.

EMEY COMPANY ©.

Wheel-a-word. (Over wrap of toy canister; children's spelling game) Label. © 1Oct51; KK66773.

EMIL'S OLDE TOWN RESTAURANT, INC. ©.

Emil's. Air conditioned. (Food) Folder. © 7Aug51; KK65452.

ENGLANDER COMPANY, INC.

Here for you ... Englander. (Mattresses) Sheet from the New Yorker, July 21, 1951, p. 9. © The Englander Co., inc.; 21Jul51; KK65914.

Look only to Englander for the new sleep. (Mattresses) Sheet from Life, Mar. 12, 1951, p. 61. © The Englander Co., inc.; 12Mar51; KK64370.

Only Englander brings you the new sleep. (Mattresses) Sheet from Ladies' home journal, July 1951, p. 7. © The Englander Co., inc.; 22Jun51; KK66755.

Only Englander brings you the new sleep. (Mattresses) Sheet from Life, July 23, 1951, p. 13. © The Englander Co., inc.; 23Jul51; KK65913.

X-ray proof of the new sleep. Newspaper mat service. Englander. (Mattresses and springs) Sheets. © The Englander Co., inc.; 25Aug51; KK66439.

ENTOLETER Division of The Safety Car Heating and Lighting Company, inc. SEE Safety Car Heating and Lighting Company, inc. Entoleter Division.

EPPY (SAMUEL) AND COMPANY, INC. ©.

5 valuable Lucky Charms and bubble gum. Label. © 19Sep51; KK65993.

EPSTEIN, Stanley E., sole proprietorship owner of Stanley Plastic Products Company. SEE Stanley Plastic Products Company.

ESSO, INC. ©.

Don't get bit, get Flit. Esso. (Insecticide) Sheet. © 7Jun51; KK68045.

Headquarters for the care that saves wear. Esso. (Petroleum products) Card. © 15Jun51; KK64143.

ESTERBROOK PEN CO.

Choose the right point for the way you write. Esterbrook fountain pen. Sheet from Collier's, Feb. 17, 1951, p. 37. © The Esterbrook Pen Co.; 17Feb51; KK64080.

Choose the right point for the way you write. Esterbrook fountain pen. Sheet from Collier's, Apr. 14, 1951, p. 46. © The Esterbrook Pen Co.; 14Apr51; KK64079.

Choose the right point for the way you write. Esterbrook, with the world's largest variety ... (Fountain pen) Sheet from Collier's, May 12, 1951, p. 42. © The Esterbrook Pen Co.; 12May51; KK64263.

Choose the right point for the way you write. Now you can have a fountain pen ... Sheet from Collier's, June 2, 1951, p. 66. © The Esterbrook Pen Co.; 2Jun51; KK64262.

Esterbrook 444 desk pen set. Sheet from Newsweek, Mar. 12, 1951, p. 91. © The Esterbrook Pen Co.; 12Mar51; KK64260.

Holds 40 times more ink than ordinary fountain pen desk sets. Esterbrook 444. Sheet from Newsweek, May 7, 1951, p. 93. © The Esterbrook Pen Co.; 7May51; KK64261.

Tell them you want an Esterbrook. (Fountain pen) Sheet from Senior scholastic, Dec. 6, 1950, p. 29. © The Esterbrook Pen Co.; 6Dec50; KK63537.

EVANS' (L. B.) SON COMPANY ©.

Choose the welcome present that never wears it's welcome out. Evans. (Men's slippers) Sheet from Life, Dec. 3, 1951, p. 125. © 30Nov51; KK67998.

Choose the welcome present that never wears its welcome out. Evans. (Slippers) Sheet from Esquire, Dec. 1951, p. 146. © 7Nov51; KK67534.

Choose the welcome present that never wears its welcome out. Evans slippers. Baronet Opera, Grenadier, Radio-Tyme. Sheet from True magazine, Dec. 1951, p. 88. © 19Nov51; KK67794.

Choose the welcome present that never wears its welcome out. (Slippers) Sheet from the Saturday evening post, Dec. 8, 1951, p. 149. © 4Dec51; KK68177.

To put his Christmas stockings in. Evans. (Slippers) Sheet from Holiday, Dec. 1951, p. 36. © 9Nov51; KK67535.

EVEREDY COMPANY.

Everedy Ovenola. (Dutch ovens) Label. © The Everedy Co.; 1Aug51, KK67921.

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Act now. Special contest for New York City area. Eversharp Schick. (Razors and blades) Sheet from New York journal American, June 15, 1951, p. 25. © 15Jun51; KK64044.

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For shaves men pick 5 to 1 give this Schick Injector razor. Sheet from Life, Dec. 10, 1951, p. 101. © 10Dec51; KK68608.

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Now! Get the best shaves you've ever had free. Eversharp Schick Injector razor & blades. Sheet from Schenectady gazette, July 25, 1951, p. 4. © 25Jul51; KK64115.

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Your potential Social Security fortune. [Graph: Average monthly wage/Estimated Social Security monthly benefits] Sheet. © Farmers & Bankers Life Insurance Co. (in notice: The Farmers & Bankers Life); 13Apr51; KK63328.

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Florsheim; stock styles for men. (Shoes) 44 p. © The Florsheim Shoe Co.; 3Aug51; KK65018.

Styles of the times. Florsheim shoes. Pamphlet. © The Florsheim Shoe Co.; 15Aug51; KK65017.

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For a gala hair-do ... Gayla hair nets. Sheet from True story, Mar. 1951, p. 100. © 1Mar51; KK64075.

For extra sales now. Gayla turban net. A natural for easy, extra, volume sales. (Hair net) Sheet from Chain store age, June 1951, p. 30-31. © 1Jun51; KK67437.

For lovely hair-grooming day and night, Gayla Turban nets. Label. © 29Dec50; KK63889.

Gayla bobby pins. Label. © 16Aug49; KK63893.

Gayla hair net. Bobbed double mesh. Real human hair. Label. © 22May50; KK63897.

Gayla hair net. French style. Label. © 28Nov50; KK63902.

Gayla hair net. Regular double mesh. Real human hair. Label. © 18May50; KK63905.

Gayla hair net. Superfine. Label. © 19Oct50; KK63903.

Gayla hair net with elastic. Dark brown, superfine. Label. © 28Dec50; KK64239.

Gayla hair net with elastic. Medium brown, French style. Label. © 28Dec50; KK64238.

Gayla Hold-Bob bobby pins. Label. © 8Sep50; KK63896.

Gayla Hold-Bob hair pins. Label. © 19Jun50; KK63892.

Gayla Hold-Bob hair pins; the new better hair pin. Label. © 5Dec45; KK66871.

Gayla Hold-Bob jumbo bobby pins. Label. © 3Mar47; KK66870.

Gayla jumbo curling kit. Label. © 9Oct47; KK66869.

Gayla pin curl clips. 3 card value, 25 ¢. Label. © 1Aug50; KK63894.

Gayla pin curl clips. 3 clips, 10 ¢. Label. © 1Aug50; KK63895.

Gayla Supergrip. (Hairpins) Label. © 3Oct49; KK63891.

Gayla, the all-time champion in dynamic merchandising, makes hair net history. Mary Margaret McBride. Sheet. © 20Sep51; KK66361.

Gayla, the greatest name in hair accessories, presents a sensational promotion. Gayla Velvet-Tip bobby pins. The Gayla show ... Eva Gabor. Sheet. © 20Sep51; KK66360.

Gayla Turban net. (Hair net) Label. © 21May51; KK63904.

Gayla Velvet-Tip bobby pins. Economy size, 25 ¢. Label. © 24Jul51; KK64240.

Gayla Velvet-Tip bobby pins. It's new. Economy size, 25 ¢. Label. © 24Jul51; KK64242.

Gayla Velvet-Tip bobby pins. 10 ¢. Label. © 24Jul51; KK64241.

Gayla Velvet-Tip bobby pins, the winner and new champion. Sheet from Notion & novelty review, Oct. 1951, p. 21. © 1Oct51; KK66353.

Miss Thrifty pure silk hair net. Label. © 15Dec50; KK63901.

Modern Miss nylon hair net. Label. © 10Jul51; KK63898.

A new kind of bobby pin, Gayla Hold-Bob Supergrip. Label. © 7Dec48; KK63890.

New, Permanized, run-resistant, the sensational exclusive feature of Gayla hair nets. Sheet from Notion & novelty review, Feb. 1951, p. 14-15. © 1Feb51; KK66354.

Only one can wear it. Gayla Hold-Bob bobby pins outsell all other brands. Sheet from Chain store age, Sept. 1951, p. 23. © 1Sep51; KK66359.

There can be only one best. Feature the leader, Gayla, the greatest name in hair accessories. Sheet from Notion & novelty review, Apr. 1951, p. 24-25. © 1Apr51; KK66355.

There can be only one best. More women use Gayla Hold-Bob than all other bobby pins combined. Sheet from Chain store age, Aug. 1951, p. 55. © 1Aug51; KK66358.

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Geigy dyer's disc. (Dyestuff) Card. © 10Sep51; KK66454.

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Any time, any place, any season. Gemex fine watch bands. Folder. © 1Aug51; KK64545.

Gemextra. An idea guide for extra profits. (Watch bands) 4 p.
Aug. 1951. © 17Jul51; KK63645.
Sept. 1951. © 15Aug51; KK64870.
Oct. 1951. © 18Sep51; KK65618.
Nov. 1951. © 18Oct51; KK66657.

How to care for your watch. Gemex. (Watch bands) Folder. © 1Aug51; KK64544.

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The dry gasholder with a heart as strong as its body. Wiggins. Bulletin WG-22. Pamphlet. © 1Jun51; KK64898.

Quality equipment for the process industries. 23 p. © 17Jun51; KK64899.

GENERAL AMERICAN TRANSPORTATION CORPORATION. Plastics Division ©.
More men and machines to produce your products of plastics better. (Plastics) Pamphlet. © 1Aug51; KK64897.

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Bond enriched bread. Label. © 14Dec51; KK68692.

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GENERAL DETERGENTS CORPORATION ©.
XL Brite laundry detergent. Folder. © 10Sep51; KK65802.

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Built to overpower interference. G.E. Black-Daylite television. Sheet from Life. © 13Aug51; KK64403.

G-E Black Daylite television delivers the finest picture. Sheet. © 27Aug51; KK65290.

G-E overpowers interference, overrides distance too. (Television) Sheet. © 19Nov51; KK67704.

99.9°/o of a given appliance may come off the assembly line ... General Electric. Sonny Service. Sheet from General Electric news, Oct. 12, 1951, p. 4. © 12Oct51; KK68066.

Overpowers interference, overrides distance, too. Black-Daylite television. Sheet. © 8Oct51; KK66279.

See them all free, see them better. G.E. Black-Daylite television [sets] Sheet. © 10Sep51; KK65376.

World's most useful radio. G-E Clock-Radio. Sheet. © 5Nov51; KK67354.

Your favorites are back. Enjoy them at their best on G-E radios. Sheet. © 24Sep51; KK65837.

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Welding electrode Comparator. (Welding equipment) Card. © 2Jul51; KK64855.

How to do 3 out of 4 of your welding jobs faster and at lower cost. Use AC welding. (Welding equipment) Folder. © General Electric Co. Advertising & Sales Promotion Divisions (in notice: General Electric Co.); 20Oct51; KK66607.

GENERAL FIREPROOFING COMPANY.
Goodform aluminum chairs. 40 p. © The General Fireproofing Co.; 19Dec51; KK68716.

GENERAL FOODS CORPORATION ©.
Amazing discovery. Diamond Crystal. (Salt) Sheet from the Bridgeport post, Bridgeport, Conn., Aug. 30, 1951, p. 22. © 30Aug51; KK65190.

Amazing salt discovery. Diamond Crystal new Weather-Pruf salt. Sheet from the Bridgeport post, July 24, 1951, p. 18. © 24Jul51; KK64424.

GENERAL FOODS CORPORATION ©. Cont'd.

Big chiefs, smart squaws buyum Birds Eye. (3 Injun kids. Frosted foods) Poster. © 1Oct51; KK66606.

Birds Eye big chief. ⌈Indian mask⌉ (Frosted foods) © 15Oct51; KK67100.

Birds Eye smart squaw. ⌈Indian mask⌉ (Frosted foods) © 15Oct51; KK67099.

Delicious eatin', can't be beaten, Birds Eye. Rah. Birds Eye frosted foods. (3 kids, cheerleaders) Poster. © 1Sep51; KK66116.

Krinkles. New sugar-coated cereal. Post's. [Girl eating Krinkles] Sheet from the South Bend tribune, July 8, 1951, comic section. © 8Jul51; KK64337.

Let's talk about dogs, by Elias Vail. Gaines dog foods. Sheet from Hounds and hunting, Apr. 1951, p. 21. © 3Apr51; KK63393.

New crunch-type Gaines meal ... (Dog food) Sheet from Syracuse herald journal, Syracuse, N. Y., May 28, 1951, p. 8. © 28May51; KK63611.

New Krinkles candy-kissed rice, it's twice as nice. [Lady and boy, cartoon character and box of Krinkles] (Cereal) Sheet from Sunday journal and star, Lincoln, Neb., comic section. © 24Jun51; KK63332.

New salt miracle. Amazing new Weather-pruf salt. Diamond Crystal. Sheet from the Bridgeport post, Bridgeport, Conn., Aug. 9, 1951, p. 21. © 9Aug51; KK64989.

New salt miracle. New Diamond Crystal Weather-pruf salt. Sheet from the Bridgeport post, Bridgeport, Conn., Aug. 23, 1951, p. 23. © 23Aug51; KK64988.

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Before we pick the oranges, we test the juice ... Birds Eye orange juice. (Frozen foods) Sheet from New York journal-American, July 8, 1951. © 8Jul51; KK65598.

Before we pick the oranges, we test the juice ... Birds Eye orange juice. Sheet from New York journal-American, June 10, 1951. © 10Jun51; KK64785.

Best eating in town, Birds Eye. Tender young peas, work-free spinach, broccoli spears, orange juice. (Frosted foods) Sheet from Western family, Sept. 20, 1951, p. 11. © 1Aug51; KK66804.

Birds Eye eats are wonderful treats. (Frozen foods)

Fantail shrimp. Sheet from Detroit news, May 10, 1951, p. 48. © 10May51; KK65597.

Frying chicken, chicken parts. Sheet from Western family, May 3, 1951, p. 24A1. © 3May51; KK65595.

Tomato juice. Sheet from Newark, N. J., news, May 10, 1951, p. 24. © 10May51; KK65596.

Birds Eye spinach is super eatin'. (Frozen foods) Sheet from Life, Jan. 15, 1951. © 12Jan51; KK64782.

Greetings from Birds Eye to all our good friends at the Texas Retail Grocers' Convention. Birds Eye frosted foods. Sheet from Texas food merchant, convention issue 1951, p. 63. © 1Aug51; KK66817.

It pays to give the ladies what they want. Birds Eye. (Frozen foods) Sheet from Quick frozen foods, Apr. 1951, p. 18. © 10Apr51; KK64784.

It's only grown where spinach grows best. We pick Birds Eye spinach young ... (Frozen foods) Sheet from Life, Sept. 17, 1951. © 14Sep51; KK66818.

Just to remind you of a profitable fact. Birds Eye. (Frozen foods) Sheet from New Jersey grocer, June 1951, p. 7. © 4Jun51; KK64786.

Mom says Birds Eye foods are fresh as spring. (Frozen foods)

Fantail shrimp. Sheet from Detroit news, Apr. 12, 1951, p. 14. © 12Apr51; KK65594.

Mom says Birds Eye foods are fresh as spring. (Frozen foods)

Mixed vegetables, green peas. Sheet from Western family, Apr. 5, 1951, p. 16A. © 5Apr51; KK65592.

Mom says Birds Eye foods are fresh as spring. (Frozen foods)

Tomato juice. Sheet from Newark, N. J., news, Apr. 12, 1951, p. 24. © 12Apr51; KK65593.

We catch them in the cold, cold Atlantic ... Birds Eye haddock, orange juice. (Frozen foods) Sheet from Buffalo courier express, Feb. 25, 1951. © 25Feb51; KK65589.

We catch them in the North Atlantic ... ocean perch. Birds Eye orange juice. (Frozen foods) Sheet from New York journal-American, Feb. 11, 1951. © 11Feb51; KK65588.

We grow Birds Eye fryers from pedigreed eggs. Birds Eye orange juice. (Frozen foods) Sheet from New York journal-American, May 6, 1951. © 6May51; KK65591.

We grow our Birds Eye peas in soil that makes them extra-tasty. Birds Eye orange juice. (Frozen foods) Sheet from St. Paul pioneer press, Jan. 21, 1951. © 21Jan51; KK65587.

We pick out seeds that grow limas with super flavor and pretty green color. Birds Eye orange juice. Sheet from Life, Aug. 20, 1951, p. 36. © 17Aug51; KK65851.

We plant a very special variety of broccoli. Birds Eye orange juice. Sheet from Life, July 16, 1951. © 13Jul51; KK65599.

We plant choice varieties of green beans ... Birds Eye orange juice. (Frozen foods) Sheet from New York news, Mar. 18, 1951. © 18Mar51; KK65590.

We select special seed ... Birds Eye. (Frozen foods) Sheet from Life, May 14, 1951. © 11May51; KK64783.

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Larro broiler concentrate. Farm-tested. (Feed products) Folder. © 15Jul51; KK64803.

Larro broiler feed crumbled. Folder. © 10Jul51; KK64806.

Larro concentrator. (Feed products) Card. © 10Jul51; KK64807.

Larro dog food self-feed. Farm-tested. Folder. © 28Jun51; KK64805.

The Larro method of feeding fresh cows. (Feed products) Sheet. © 15Jun51; KK64809.

Larro 32% cattle supplement. Farm-tested. (Feed products) Folder. © 7Jun51; KK64804.

Larro turkey feeds. Farm-tested. Folder. © 31May51; KK64802.

Larro turkey feeds for Beltsville whites. Folder. © 24Sep51; KK66563.

The lesson that comes in the weekly groceries. General Mills. (Cereals, flour, etc.) Sheet from the Catholic school journal, Mar. 1951, p. 59A. © 27Feb51; KK63262.

Never before! Such an easy-to-make glamour cake. Betty Crocker's Colorvision cake. Sheet. © 1Oct51; KK66562.

New lower cost Larro Calf Builder raises heavier calves. (Feed) Folder. © 16Mar51; KK63261.

Raise the flags for 10 years of enrichment. General Mills. (Cereals, flour, etc.) Sheet from the Catholic school journal, May 1951, p. 41A. © 25Apr51; KK63260.

Raising pigs for profit with Larro Farm-tested pig & hog meal. Folder. © 14Jun51; KK64808.

Safety guide for the farm and home. (Food) 23 p. © 25Sep51; KK67537.

Wheaties (carton. Food products) Label. © 29Aug51; KK66564.

GENERAL MOTORS CORPORATION. Delco Remy Division ©.

Delco-Remy original equipment service parts. Label. © 3May51; KK63216.

GENERAL TIRE AND RUBBER COMPANY.

General angle action farm tires. Sheet from the Progressive farmer, Sept. 1951, p. 12. © The General Tire & Rubber Co.; 15Aug51; KK65673.

The General Tire & Rubber Company announces a new finer Vinyl film, Luxon. (Plastic film) Sheet from Plastics merchandising, July 1951, p. 44-45. © The General Tire & Rubber Co.; 28Jun51; KK63869.

The General winter-cleat. 320 tough rubber cleats grip in snow, slush and mud. (Automobile tires) Sheet from the Saturday evening post, Nov. 17, 1951, p. 18. © The General Tire & Rubber Co.; 14Nov51; KK68266.

GERBER (CHARLES A.) COMPANY ©.

Gerber's Gold-N-Toasted bread crumbs. Label. © 1Aug51; KK64603.

GERIATRIC PHARMACAL COMPANY.

Of particular interest to the physician who dispenses. Geri-Oxyn, Geri-Lipo. (Pharmaceuticals) Folder. © The Geriatric Pharmacal Co.; 14Nov51; KK68460.

GIBSON DISTILLING COMPANY, INC.

Gibson Diamond Eight outshines them all. (Whiskey) Sheet from Daily news, July 3, 1951, p. 39. © Joseph S. Finch & Co., d.b.a. The Gibson Distilling Co., inc.; 3Jul51; KK65323.

Gibson's outshines them all. The whiskey without whiskey-sharp taste. Sheet from the Olean news, Olean, N. Y., May 25, 1951, p. 7. © Joseph S. Finch & Co., d.b.a. The Gibson Distilling Co.; 25May51; KK63312.

Here's the new blend to meet the new trend. Gibson's Diamond Eight [whiskey] Sheet from Seaboard beverage journal, July 1951, p. 1A. © Joseph S. Finch & Co., d.b.a. The Gibson Distilling Co.; 1Jul51; KK65137.

Taste that Gibson Diamond Eight, the whiskey without whiskey sharp taste. Sheet from the New York times, July 17, 1951, p. 23. © Joseph S. Finch & Co., d.b.a. The Gibson Distilling Co., inc.; 17Jul51; KK65322.

GIBSON REFRIGERATOR COMPANY ©.

Gibson brings its dealers tomorrow's features, to win sales today. (Electric ranges) Sheet from Electrical merchandising, July 1951, p. 76. © 1Jul51; KK63881.

Gibson has a promotion that sells freezers. Ask your distributor ... (Home freezers) Sheet from Electrical merchandising, Oct. 1951, p. 4. © 1Oct51; KK67260.

The great new Gibson. Two door, combination refrigerator and freezer. Sheet from Better homes & gardens, Aug. 1951, p. 30. © 16Jul51; KK63882.

Newest, finest 2-door combination electric refrigerator and freezer, Gibson. Sheet from Electrical merchandising, Aug. 1951, p. 75. © 1Aug51; KK66176.

On island or mainland, the new Gibson. Two door combination electric refrigerator and home freezer. Sheet from the Cat cayer, 1951-1952, p. 80. © 25Sep51; KK66175.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY ©.

G & L Hypro, Davis. Giddings & Lewis Machine Tool Company. General catalog no. 51. 27 p. © 17Sep51; KK65940.

G & L 350-T table type horizontal boring, drilling and milling machine. 7 p. © 30Mar51; KK65939.

GILBERT PAPER COMPANY ©.

Messages that made history. Gilbert bond. (Office stationery)

A message to Garcia. Sheet from Fortune, June 1951, p. 61. (4) © 25May51; KK65388.

The reluctant dragon. Sheet from Fortune, Sept. 1951, p. 199. (5) © 25Aug51; KK65387.

GILLETTE SAFETY RAZOR COMPANY ©.

Cavalcade of sports. Gillette Blue Blades. (Razor blades)

Al Rosen. Sheet from Country gentleman, July 1951, p. 64. © 27Jun51; KK66021.

Al Rosen. Sheet from the American magazine, July 1951, p. 9. © 29Jun51; KK66016.

Bob Feller. Sheet from Saturday evening post, Aug. 4, 1951, p. 74. © 1Aug51; KK66017.

Bob Feller. Sheet from Time, Aug. 13, 1951, p. 6. © 9Aug51; KK66020.

Casey Stengel. Sheet from Puck, July 8, 1951. © 8Jul51; KK66012.

Slingin' Sammy Baugh. Sheet from Collier's, Nov. 24, 1951, p. 83. © 16Nov51; KK68101.

Slingin' Sammy Baugh. Sheet from Open road, Nov. 1951, p. 23. © 1Nov51; KK68100.

Slingin' Sammy Baugh. Sheet from the Detroit news, Nov. 11, 1951, comic sec. © 11Nov51; KK68099.

Vic Raschi. Sheet from Detroit News, Sept. 30, 1951, comic section. © 30Sep51; KK66420.

Vic Raschi. Sheet from Life, Oct. 8, 1951, p. 184. © 5Oct51; KK66417.

Vic Raschi. Sheet from Newsweek, Oct. 8, 1951, p. 51. © 4Oct51; KK66421.

Gillette broadcasts and telecasts World Series. Gillette Blue Blades. (Razor blades) Sheet from the Sporting news, Oct. 3, 1951, p. 40-41. © 28Sep51; KK66418.

Improved Gillette one-piece razors. Sheet from Sixth annual armed forces benefit football game program, 1951. © 9Sep51; KK68102.

Tune in Gillette's cavalcade of sports broadcast. Gillette Blue Blades. (Razor blades)

Bob Baker vs. Clarence Henry. Sheet from the Sporting news, Nov. 21, 1951, p. 20. © 16Nov51; KK68103.

Chico Vejar vs. Eddie Compo. Sheet from the Sporting news, Sept. 19, 1951, p. 32. © 14Sep51; KK66013.

Danny Nardico vs. Georgie Kaplan. Sheet from the Sporting news, Oct. 3, 1951, p. 35. © 28Sep51; KK66416.

Eugene Hairston vs. Harold Green. Sheet from the Sporting news, Sept. 12, 1951, p. 30. © 7Sep51; KK66019.

Fitzie Pruden vs. Don Williams. Sheet from the Sporting news, Sept. 26, 1951, p. 30. © 21Sep51; KK66415.

Joe Louis vs. Rocky Marciano. Sheet from the Sporting news, Oct. 24, 1951, p. 20. © 19Oct51; KK68105.

Paddy de Marco vs. Eddie Chavez. Sheet from the Sporting news, Nov. 14, 1951, p. 20. © 9Nov51; KK68104.

Paddy Young vs. Ernie Durando. Sheet from the Sporting news, Oct. 31, 1951, p. 16. © 26Oct51; KK68106.

Roland La Starza vs. Dan Bucceroni. Sheet from the Sporting news, Nov. 7, 1951, p. 16. © 2Nov51; KK68107.

Sonny Lou Volpe vs. Chico Vejar. Sheet from the Sporting news, Oct. 10, 1951, p. 27. © 5Oct51; KK66419.

Walter Cartier vs. Billy Kilgore. Sheet from the Sporting news, Sept. 5, 1951, p. 34. © 31Aug51; KK66018.

Weekly television show. Sheet from the Sporting news, July 4, 1951, p. 34. © 29Jun51; KK66014.

GILLETTE SAFETY RAZOR COMPANY. Toni Company Division.

Directions. Toni. (Home permanents) Folder. © Gillette Safety Razor Co. Toni Co. Division (in notice: Gillette Safety Razor Co.); 29Aug51; KK67545.

Toni children's home permanent. (Mirror design package) Label. © 29Aug51; KK66530.

GILLUM, CURTIS MORIN ©.

Glowax, the magnificent servant. Instantly on, instantly off. Label. © 12Oct51; KK67249.

GIVEN MANUFACTURING COMPANY ©.

Eliminate garbage automatically with Waste King pulverator. Sheet from American home, Oct. 1951, p. 96. © 1Oct51; KK66545.

Garbage eliminated automatically with Waste King pulverator. Sheet from House beautiful, Aug. 1951, p. 115. © 1Aug51; KK66544.

GLADDING, MCBEAN AND COMPANY ©.

It's easy to match wood and moment with Franciscan ware. (China ware) Sheet from Ladies' home journal, Oct. 1950, p. 148. © 27Sep50; KK64265.

Yours to have and to hold. Franciscan. (China) Sheet from the Bride's magazine, spring 1951, p. 38. © 1May51; KK64063.

GLEASON, Paul G., sole owner, d.b.a. Desco Products Distributors. SEE Desco Products Distributors.

GLENMORE DISTILLERIES COMPANY, INC.

It's fame wasn't built in a day. Kentucky Tavern straight bourbon whiskey. (Roman subject) Sheet from Time, Sept. 3, 1951, p. 36. © The Glenmore Distilleries Co., inc.; 29Aug51; KK67718.

New! Smart! Beautiful! Glenmore's Christmas packages, 1951. (Whiskey) Pamphlet. © The Glenmore Distilleries Co., inc.; 15Aug51; KK67720.

New! Smart! Beautiful! Kentucky Tavern Treasure Island decanter. (Whiskey) Sheet from Life, Nov. 12, 1951, p. 99. © The Glenmore Distilleries Co., inc.; 8Nov51; KK67719.

No other bond can match that Kentucky Tavern taste. [Bottle, highball] (Whiskey) Sheet from Life, June 18, 1951, p. 53. © The Glenmore Distilleries Co., inc.; 15Jun51; KK64895.

Old fashioned pleasure. Kentucky Tavern. (Band stand) (Whiskey) Sheet from Life, July 16, 1951, p. 55. © 12Jul51; KK64894.

Sip for sip, what's the most uniform Kentucky straight bourbon? Glenmore. (Man's head, little Colonel, bottle) Sheet from San Francisco chronicle, Sept. 27, 1951, p. 24. © The Glenmore Distilleries Co., inc.; 27Sep51; KK67715.

What Kentucky straight bourbon is the best buy in California today? Glenmore. (Man's head, little Colonel, bottle) Sheet from the San Francisco chronicle, Sept. 21, 1951, p. 12. © The Glenmore Distilleries Co., inc.; 21Sep51; KK67716.

What's Kentucky's finest tasting straight bourbon? Glenmore. (Man's head, little Colonel, bottle) Sheet from San Francisco chronicle, Oct. 4, 1951, p. 12. © The Glenmore Distilleries Co., inc.; 4Oct51; KK67714.

What's Kentucky's smoothest straight bourbon? Glenmore. (Man's head, little Colonel, bottle) Sheet from San Francisco chronicle, Sept. 14, 1951, p. 12. © The Glenmore Distilleries Co., inc.; 14Sep51; KK67717.

What's the finest Kentucky straight bourbon you can buy? Glenmore. (Man's head, little Colonel, bottle) Sheet from San Francisco chronicle. Oct. 10, 1951, p. 16. © The Glenmore Distilleries Co., inc.; 10Oct51; KK67713.

When good taste is your guide. Kentucky Tavern. [Bottle, two "old fashioned" highballs] (Whiskey) Sheet from Time, Aug. 6, 1951, p. 32. © The Glenmore Distilleries Co., inc.; 2Aug51; KK64896.

GLIDDEN COMPANY.

From a pine forest we took a secret for charm. Glidden Nopol. (Alcohol) Sheet from Time, July 2, 1951, p. 59. © The Glidden Co.; 28Jul51; KK63651.

Glidden industrial review. (Finishes and coatings) © The Glidden Co. v. 1, no. 4. 8 p. © 26Jun51; KK63993.

GLIDDEN COMPANY.
Glidden industrial review. Cont'd.
v. 1, no. 5. © 15Aug51; KK65385.
v. 1, no. 6. © 29Oct51; KK67049.

How Durkee makes the tropical freshness stay fresh. (Coconut) Sheet from Time, Aug. 6, 1951, p. 51. © The Glidden Co.; 2Aug51; KK65735.

The most wanted, most imitated paint in America today. Glidden Spred Satin. Sheet from the Saturday evening post, Aug. 25, 1951, p. 92-93. © The Glidden Co.; 22Aug51; KK64991.

Who's in the owner's seat? Quality Glidden products. (Foods, paints, soybean products, etc.) Sheet from Fortune, Aug. 1951, p. 61. © The Glidden Co.; 25Aug51; KK66002.

GLOBE HOIST COMPANY ©.
The globetrotter. Globe. (Vehicle hoists)
Because every service job is a one-man job, the Globe 2-post hoist is popular ... Card. © 8May51; KK64501.

Globe Frame-Kontact hoist raises car ... Card. © 8May51; KK64500.

Globe heavy duty bus & truck hoists handle vehicles of all weights ... Card. © 8May51; KK64499.

Globe SR type 2-post hoist ... Card. © 8May51; KK64502.

May 29, 1951. Sheet. © 8May51; KK64498.

May-June 1951. Pamphlet. © 8May51; KK64497.

GLOVER (H. CLAY) COMPANY, INC. ©.
The gleam in your hair puts the gleam in his eye, get the Glo-Ver gleam. (Mange medicine, shampoo) Sheet from the Saturday evening post, June 23, 1951, p. 123. © 23Jun51; KK67875.

GOBELIN CHOCOLATE COMPANY.
Gobelin Blossom Time sweets. (Candy) Label. © Daggett Chocolate Co., d.b.a. Gobelin Chocolate Co.; 15Jul51; KK64971.

Gobelin chocolates; symphony of sweets. Label. © Daggett Chocolate Co., d.b.a. Gobelin Chocolate Co.; 1Aug51; KK64969.

Gobelin miniatures. (Candy) Label. © Daggett Chocolate Co., d.b.a. Gobelin Chocolate Co.; 1Aug51; KK64970.

GOEBEL BREWING COMPANY ©.
Nationally famous for good taste. Goebel. (Beer) Sheet from Collier's, June 2, 1951, p. 53. © 2Jun51; KK63195.

GOETZE-NIEMER DENTAL LABORATORY ©.
Wanted in my office by - (Dental laboratory products) Sheet. © 28Aug51; KK65031.

GOLD MEDAL HAARLEM OIL COMPANY ©.
These are genuine Gold Medal Haarlem Oil capsules. The history of Gold Medal Haarlem Oil. (Medicine) 4 p. © 17Sep51; KK65695.

GOLDMAN Jewelry Company, d.b.a. Goldman's. SEE Goldman's.

GOLDMAN'S.
Buy this Goldman investment diamond now. Sheet from Kansas City star, Kansas City, Mo., Apr. 4, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 4Apr51; KK63334.

Buy your Goldman investment diamond now. (Jewelry) Sheet from Kansas City star, Kansas City, Mo., May 30, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 30May51; KK63562.

Goldman investment diamonds actually cost you less! Sheet from Kansas City star, Kansas City, Mo., Mar. 16, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 16Mar51; KK63336.

Goldman investment diamonds actually cost you less! Sheet from Kansas City star, Kansas City, Mo., Mar. 18, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 18Mar51; KK63335.

Goldman investment diamonds actually increase in value! Sheet from Kansas City star, Kansas City, Mo., Mar. 21, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 21Mar51; KK63340.

Goldman investment diamonds are larger. (Jewelry) Sheet from Kansas City star, Kansas City, Mo. May 27, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 27May51; KK63563.

Goldman investment diamonds cost you less. Sheet from Kansas City star, Kansas City, Mo., Mar. 28, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 28Mar51; KK63333.

Goldman's feature Father's Day gifts that save you money. (Jewelry) Sheet from Kansas City star, Kansas City, Mo., June 6, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 6Jun51; KK63556.

Goldman's greatest diamond event means America's greatest diamond savings for 10 wonderful days! Sheet from Kansas City star, Kansas City, Mo., Apr. 6, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 6Apr51; KK63338.

Goldman's offer these tremendous diamond values for 10 wonderful days. Sheet from Kansas City star, Kansas City, Mo., Apr. 8, 1951, p. 7. © Goldman Jewelry Co., d.b.a. Goldman's; 8Apr51; KK63339.

Goldman's sale. Graduation gift prices slashed. (Jewelry) Sheet from Kansas City star, Kansas City, Mo., May 16, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 16May51; KK63555.

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10 wonderful days. Take a Yellow cab. (Jewelry) Sheet from Kansas City star, Kansas City, Mo., Apr. 15, 1951. © Goldman Jewelry Co., d.b.a. Goldman's; 15Apr51; KK63559.

GOMEZ, Ray T., Edward G. Hadley and M. F. Mood, composing the partnership of the Palms Peanut Company. SEE Palms Peanut Company.

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Angora mohair puts the big plus in Goodall blended-to-perform fabrics. Sheet from Sheep & goat raiser, July 1951, p. 15. © 1Jul51; KK65418.

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Goodall fabrics are blended-to-perform to give guests greater luxury, management greater economy. (Draperies) Sheet from the Hotel monthly, Oct. 1951, p. 19. © 1Oct51; KK66110.

Goodall fabrics help bring guests back to luxury hotels in the Miami area. (Drapery, upholstery) Sheet from Hotel management, July 1951, p. 36. © 10Jul51; KK65073.

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Goodall fabrics [no.] 1 choice for economy and luxury in South Chicago Community Hospital. Goodall draperies, upholstery, slipcovers ... Sheet from Hospitals, Nov. 1951, p. 135. © 1Nov51; KK67815.

Goodall Mohair casements make news. (Drapery fabrics) Sheet from Office management and equipment, Apr. 1951, p. 15. © 10Apr51; KK64610.

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Guests are greeted by the beauty of Goodall fabrics. Sheet from the Hotel monthly, Sept. 1951, p. 12. © 15Sep51; KK65228.

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Here's why Interstate Life & Accident Insurance Company uses only Goodall mohair casements. (Draperies) Sheet from Architectural record, Sept. 1951, p. 23. © 1Sep51; KK65612.

An important message to retailers and buying offices. Paca-Point coats ... Sheet from Women's wear daily, Nov. 20, 1951, p. 29. © 20Nov51; KK67818.

Lucerne, blended-to-perform by Goodall. (Drapery fabric) Sheet from Interiors, Sept. 1951, p. 58. © 1Sep51; KK65734.

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Only Goodall brings you 3 carpet qualities in 22 colors each. Luxuria, Araby, Sampson. Sheet from Rug profits, Sept. 1951, p. 14. © 7Sep51; KK65636.

Only Goodall's 100 o/o camels hair gives your coat this supple day-long beauty. (Women's coats) Sheet from the New York times magazine, Sept. 9, 1951, p. 19. © 8Sep51; KK65419.

The only question is which color. The carpeting is Goodall Seamloc. Luxuria, of course. Sheet from Interiors, Oct. 1951, p. 25. © 1Oct51; KK67027.

The only question is which color? Goodall Seamloc Luxuria. (Carpeting) Sheet from House & garden, Obt. 1951, p. 84. © 20Sep51; KK65460.

Success follow-up. Pivot, plastic-coated and all-plastic. Another new idea in Goodall quality plastics. (Upholstery fabric) Sheet from Retailing daily, Nov. 19, 1951, p. 11. © 19Nov51; KK67817.

There's the right Goodall quality plastic in ... Matelasse. Famous Goodall original moves your volume furniture line faster. (Upholstery fabric) Sheet from Retailing daily, Nov. 15, 1951, p. 13. © 15Nov51; KK67820.

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Here's your chance to win! Enter Burnham's Hunt-the-Norge contest. (Home appliances) Sheet from Daily herald-telephone, Bloomington, Ind., July 10, 1951, p. 5. © 10Jul51; KK64481.

GORDON, Melvin J., S. Z. Gordon, and N. G. Stone, co-partners in Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

GORDON, S. Z., Melvin J. Gordon, and N. G. Stone, co-partners in Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

GORELNICK, Sam, d.b.a. Central Boot Company of Texas. SEE Central Boot Company of Texas.

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Best-liked wedding gift. Gorham sterling. (Silverware) Sheet from Bride's magazine, spring 1951, p. 39. © The Gorham Co.; 15Feb51; KK64027.

Forecast for April, wedding showers of Gorham Strasbourg sterling. (Silverware) Sheet from Charm, April 1951, p. 2 of cover. © The Gorham Co.; 23Mar51; KK64030.

Gift for a girl who has graduated to sterling. Gorham Greenbrier. (Silverware) Sheet from House beautiful, May 1951, p. 2 of cover. © The Gorham Co.; 20Apr51; KK64026.

Giving or getting, you'll be proud it's Gorham sterling. (Silverware) Sheet from House beautiful, May 1951, p. 1. © The Gorham Co.; 20Apr51; KK64029.

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New. Exclusive. Gorham sterling one-piece knife handle. (Silverware) Sheet from Ladies' home journal, June 1951, p. 191. © The Gorham Co.; 25May51; KK64028.

Perfect for Easter and every day, Gorham Lily of the Valley. (Silverware) Sheet from House beautiful, Mar. 1951, p. 2 of cover. © The Gorham Co.; 20Mar51; KK63844.

Perfect for Easter and spring promotions, Gorham Lily of the Valley. (Sterling silver) Sheet from National jeweler , Feb. 1951, p. 92. © 10Feb51; KK65013.

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Styles and sterling. Gorham. (Silverware) Sheet. © The Gorham Co. From Seventeen, Apr. 1951, p. 2 of cover. © 1Apr51; KK63421.

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Styles and sterling [silver] with news of what's right for fall. Gorham Camellia, Melrose, Lily of the Valley. Sheet from Seventeen, Oct. 1951, p. 2 of cover. © The Gorham Co.; 1Oct51; KK68159.

TV Sunday night supper starring Gorham Chantilly. Lily of the Valley, Camellia, Melrose. (Sterling silver) Sheet from Better homes & gardens, Sept. 1951, p. 27. © The Gorham Co.; 24Aug51; KK68156.

Timeless treasures. Giving or getting, you'll be proud it's Gorham sterling [silver] Lyric, Greenbrier, Fairfax ... Sheet from Better homes & gardens, Nov. 1951, p. 8. © The Gorham Co.; 24Oct51; KK68157.

What's your style? What's your sterling? Gorham Greenbrier, Chantilly, Lyric. Sheet from Seventeen, Sept. 1951, p. 2 of cover. © The Gorham Co.; 1Sep51; KK68158.

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Grabler products buying guide with ready reference list price tables. Catalog BG-1. 50th anniversary ed. (Pipe fittings) 24 p. © The Grabler Manufacturing Co.; 15May51; KK63316.

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Suggested newspaper layouts. Willie Washer, by Wilson. (Advertising mats) Sheet. © 17May51; KK65861.

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You can't make a mistake on any purchase you make at A&P. Where the sale is never completed until you're completely satisfied. (Food) Sheet from Woman's home companion, Oct. 1951, p. 66. © The Great Atlantic & Pacific Tea Co.; 21Sep51; KK67128.

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Maxi-Mini news. May 29, 1951. (Coffee) Folder. © Robert Allen Tribble d.b.a. The Great International Mercantile Co.; 29May51; KK64130.

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Could anything be as good as his corn? Yes, his peas. Green Giant, Niblet. Sheet from Pictorial review, May 20, 1951, p. 4. © 20May51; KK63855.

Cream of the cream-style corn. Del Maiz. Sheet from Basic metro group, May 27, 1951, p. 16. © 27May51; KK63860.

Cream of the cream-style corn. Del Maiz. Sheet from Woman's day, Jan. 1951, p. 66. © 28Dec50; KK63852.

Don't put off till mañana, the treat you can enjoy tonight. Niblets Mexicorn. (Corn) Sheet from Ladies home journal, Feb. 1951, p. 121. © 31Jan51; KK63853.

Don't put off till mañana, the treat you can enjoy tonight. Niblets Mexicorn. (Corn) Sheet from Pictorial review, Jan. 28, 1951, p. 22. © 28Jan51; KK63850.

Earmarked Niblets brand, from seed to can. (Corn) Sheet from Life, May 14, 1951, p. 161. © 11May51; KK63851.

Fresh-shucked flavor. Niblets sweet corn. Sheet from Life, Mar. 12, 1951, p. 7. © 9Mar51; KK63858.

Golden lift to 'most any meal. Niblets sweet corn. Sheet from Life, Jan. 15, 1951, p. 58. © 12Jan51; KK63849.

Green Giant brand cream style golden sweet corn. Label. © 21Sep51; KK66298.

Kounty Kist peas. Great value in good eating. Sheet from American weekly, Jan. 21, 1951, p. 34. © 21Jan51; KK63863.

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Taste, compare, and you'll change to Grand Prize beer. (Waitress holding tray) Poster. © 1Oct51; KK66463.

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Save time, labor & material with the Gulland Swiv-L. (Component part for tools) Sheet. © Donald A. Gulland, d.b.a. Gulland Eng. & Mfg. Co.; 4Sep51; KK68537.

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Butter-nut bread, home style. There is a difference in bread. Label. © The Hench Messinger Baking Co., d.b.a. H. & M. Baking Co.; 20Aug51; KK64728.

Old style Milwaukee rye bread. Label. © The Hench Messinger Baking Co., d.b.a. H. & M. Baking Co.; 1Feb51; KK64727.

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HEINL, J. L., and M. T. Heinl, composing the partnership, Green Thumb Products. SEE Green Thumb Products.

HEINL, M. T., and J. L. Heinl, composing the partnership, Green Thumb Products. SEE Green Thumb Products.

HEINLEY, PAUL PROPER.

Paul Heinley movable indoor shutter specifications. Sheets from A.E.C. catalogue file - A.I.A. file no. 19-E-2, Door & window classification issue, 1950, sec. 14/2. © Paul Heinley; 1Oct50; KK66748.

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Is there really a golden difference? Hudepohl beer. Sheet from the Cincinnati enquirer, June 20, 1951, p. 5. © The Hudepohl Brewing Co.; 20Jun51; KK63424.

It's too good to miss. Just taste the golden difference in golden Hudepohl. (Beer) Sheet from the Youngstown vindicator, Youngstown, Ohio, June 27, 1951, p. 15. © The Hudepohl Brewing Co.; 27Jun51; KK63355.

Join the gold rush to golden Hudepohl. (Beer) Sheet from the Cincinnati post, June 27, 1951, p. 22. © The Hudepohl Brewing Co.; 27Jun51; KK63425.

What are you waiting for? Hudepohl beer. Sheet from the Greenville advocate, Greenville, Ohio, May 23, 1951, p. 8. © The Hudepohl Brewing Co.; 23May51; KK64136.

HUDSON (H. D.) MANUFACTURING COMPANY ©.
These deadly pests carry them all. Hudson Nebulizer. (Sprayers) Sheet. © 25Jun51; KK63273.

This fall let Hudson help you get more production with fewer hours. (Farm equipment) Sheet. © 29Aug51; KK65139.

HUMSKI, JOHN JOSEPH.
9 hole table golf course no. A-1. (Game) Label. © John J. Humski; 9Nov51; KK67918.

9 hole table golf practice putting green. (Game) Label. © John J. Humski; 9Nov51; KK67917.

9 hole table golf putting green number one. (Game) Label. © John J. Humski; 9Nov51; KK67916.

HUNT (RODNEY) MACHINE COMPANY ©.
Rodney Hunt news. (Industrial machinery) Folder.
July 1951. © 16Jul51; KK63876.
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Sept. 1951. © 17Sep51; KK66161.
Oct. 1951. © 9Oct51; KK66429.
Nov. 1951. © 19Nov51; KK68395.

Shaf-tite chromium plated rolls are far superior for many industrial uses. Bulletin 951. 4 p. © 5Dec51; KK68396.

Shaf-Tite rolls. Bulletin no. 851. (Industrial rolls) 4 p. © 15Aug51; KK64631.

Turba-Film evaporators and spray drying equipment. Bulletin PE851. 4 p. © 15Aug51; KK64632.

HUSSMANN REFRIGERATION, INC. ©.
Departmentalization of merchandise. (Refrigeration) Sheet from Hussmann sales training program, Aug. 1951. © 31Aug51; KK66523.

HYDROTEX INDUSTRIES ©.
Instructions for applying Petrogum roof coating and Hydro-Foil. 15 p. © 15Dec50; KK66782.

HYKE FOOTBALL SERVICE.
Here's Hyke again, known from coast to coast. (Football schedule cards) Folder. © Hyke Football Service, Ray Herman, owner; 24Aug51; KK65443.

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IANNOTTI, OSWALD ©.
Pink Knee. (Toilet water) Label. © 16Apr51; KK63343.

Whisper to me. (Toilet water) Label. © 16Apr51; KK63342.

IHRKE, Violet Lily, sole owner, Lili'se and Company. SEE Lili'se and Company.

ILLINOIS CLAY PRODUCTS COMPANY ©.
Hi-Silica Chem-Brix. Carbon Chem-Brix. (Bricks) Sheet. © 12Sep51; KK67134.

ILLINOIS WATCH CASE COMPANY ©.
For classes, cokes or candlelight, Elgin American glamour highlights. (Jewelry accessories) Sheet from Mademoiselle, Aug. 1951, p. 353. © 29Jul51; KK64891.

IMPERIAL WAYSIDE FURNITURE COMPANY ©.
This is a sample of famous Imperial Patinawax. (Furniture wax) Label. © 2Mar50 (in notice: 1951); KK64936.

INFORMATION Service and Personal Aids Company, Thomas W. Ryan, d.b.a. SEE Ryan, Thomas W.

INLAND Glass Works, Division of Club Aluminum Products Company. SEE Club Aluminum Products Company. Inland Glass Works Division.

INLAND MANUFACTURING CORPORATION ©.
Be prepared for Christmas. Order the sensational Inland Tractall for your child today. (Toy tractor) Folder. © 17Sep51; KK65879.

INSTRUMENT SPECIALTIES COMPANY, INC. ©.
High frequency contact rings of beryllium copper. Bulletin C-52. Sheet. © 12Nov51; KK68428.

INSULATION MANUFACTURERS CORPORATION ©.
Dieflex selector; varnished, coated, and saturated tubing and sleeving. (Electrical insulation) Card. © 14Aug51; KK65255.

Macallen mica products. (Electrical insulation) 19 p. © 17Sep51; KK67915.

Pick the properties you need, pick Dieflex tubings or sleevings ... Product bulletin no. 250A. (Electrical insulation) Pamphlet. © 14Aug51; KK65254.

Product bulletin. Vartex. (Insulation materials) Folder.
310. © 2Jul51; KK63528.
750A. © 2Jul51; KK63529.
750B. © 2Jul51; KK63530.
750C. © 2Jul51; KK63531.
750D. © 2Jul51; KK63532.
750E. © 2Jul51; KK63533.
750F. © 2Jul51; KK63534.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY ©.
Free, this life-size Little Lulu for your Kleenex mass displays. [12-inch and 8-inch Little Lulu cutouts; 4-foot cuout with grocer] (Tissues) Sheet from Notion & novelty review, June 1951, p. 4 of cover. © 25May51; KK63960.

Little Lulu. Kleenex. (Tissues)
How a dealer's quick conclusion ended Lulu's great confusion. [8 small and 1 large illus., Little Lulu in store ...] Sheet. © 25Sep51; KK67126.

Only Kleenex serves one-at-a-time. (Little Lulu pulling tissues out of box of Kleenex) Sheet from the Playbill, Oct. 1, 1951, p. 25. © 1Oct51; KK66509.

Timely tips by Little Lulu. (4 illus. Little Lulu grinding meat in food grinder ...) Sheet from Modern romances, Sept. 1951, p. 77. © 10Aug51; KK65710.

Timely tips, by Little Lulu. (Little Lulu at stove; chasing dog; ducking rolling pin ...) Sheet from Life, Sept. 24, 1951, p. 96. © 21Sep51; KK66769.

Timely tips by Little Lulu. [Little Lulu helping lady hang clothes] Sheet from Look, July 31, 1951, p. 80. © 17Jul51; KK64336.

Timely tips by Little Lulu. (Little Lulu leading band into store; Little Lulu being presented cup for Kleenex) Sheet. © 25Jul51; KK66992.

Timely tips by Little Lulu. Sheet from Look, June 5, 1951, p. 121. © 22May51; KK63984.

Timely tips by Little Lulu. Sheet from the Saturday evening post, July 14, 1951, p. 82. © 11Jul51; KK63983.

Timely tips by Little Lulu. [Six small illus.] Sheet from the Saturday evening post, June 16, 1951, p. 124. © 13Jun51; KK63366.

Timely tips by Little Lulu. [6 small illus.; helpful ways to save, overshoe mix-ups, etc.] Sheet. © 26Oct51; KK67127.

Only Kleenex serves you one-at-a-time. (Tissues) Poster. © 1May51; KK66348.

INTERNATIONAL HARVESTER COMPANY ©.
The cold rush is on. International Harvester, the world's leading [home] freezer. Sheet from Retailing daily, July 19, 1951, p. 40. © 19Jul51; KK65071.

Color, just one of the femineered features that's helping sell more and more International Harvester refrigerators. Sheet from Retailing daily, Sept. 14, 1951, p. 24. © 14Sep51; KK65709.

Food saver, money saver, wife saver. International Harvester freezers. Sheet from Country gentleman, Sept. 1951, p. 20. © 1Sep51; KK67497.

Food saver, money saver, wife saver. International Harvester [home] freezers. Sheet from Ladies' home journal, Oct. 1951, p. 118. © 1Oct51; KK65948.

International Harvester, world's leading freezers. Better living with a freezer in the family. Sheet from Country gentleman, Nov. 1951, p. 20. © 1Nov51; KK67434.

Pick a color from the rainbow. Door handles color-keyed to your kitchen. Exclusive in International Harvester refrigerators. Sheet from the Saturday evening post, Sept. 15, 1951, p. 140. © 15Sep51; KK65706.

Pick a color from the rainbow; color-keyed to your kitchen. International Harvester refrigerator. Sheet from the Saturday evening post, June 16, 1951, p. 2. © 16Jun51; KK66926.

Sell every family a freezer future. International Harvester. Sheet from Western radio and appliances, June 1951, p. 11. © 1Jun51; KK67498.

Sell every family a freezer future. International Harvester. Sheets from Electrical merchandising, June 1951, p. 90-91. © 1Jun51; KK67499.

There's a hot market for these cold champions. International Harvester. (Home freezers) Sheet from Retailing daily, Aug. 10, 1951, p. 24. © 10Aug51; KK65041.

INTERNATIONAL LATEX CORPORATION ©.

All Playtex girdles reduced. Never before such savings. Poster. © 2Nov51; KK68151.

Ask about our Playtex Dryper service. (Diapers) Card. © 9Aug51; KK64676.

Ask about our Playtex Dryper service. (Streamer; diapers) Poster. © 9Aug51; KK65103.

August sale. Save $6 a pair on Playtex pillows. Sheet. © 29Jun51; KK63813.

Baby gifts for Easter giving. Playtex Dryper. Sheet. © 9Aug51; KK65222.

Baby needs new things. Playtex. (Diapers, baby oil, etc.) Sheet. © 9Aug51; KK65102.

The best thing next to baby. Only Playtex baby oil, powder, cream ... Sheet. © 20Sep51; KK65919.

Cheers for the world's most popular girdle. Playtex Fab-Lined. Sheet from Life, Aug. 6, 1951, p. 7. © 6Aug51; KK64832.

Christmas Playtex interior suggestion. (Pillows) Sheet.
1. Island display around column. © 2Nov51; KK67550.
2. Wall case display. © 2Nov51; KK67551.
3. Table display. © 2Nov51; KK67556.

Christmas starts with babies. Playtex Dryper. (Diapers, baby oil, etc.) Sheet. © 9Aug51; KK65101.

Dream-designed Playtex pillows. Folder. © 12Oct51; KK66859.

Enjoy deep, cool sleep with allergy-free Playtex [rubber foam] pillows. Sheet from Life, Sept. 10, 1951, p. 45. © 7Sep51; KK65398.

First high-repeat item in great baby-needs market. A truly flushable diaper, Playtex Dryper pads and panties. Sheet from N.A.R.D. journal, July 2, 1951, p. 1011. © 2Jul51; KK66951.

First high-repeat item in great baby-needs market. Brings mothers back to your store ... Playtex Dryper. (Pants and diaper pads) Sheet from N.A.R.D. journal, June 18, 1951, p. 879. © 18Jun51; KK66952.

First new kind of girdle in 11 years. Playtex Fab-Lined girdle. Sheet from True story, May 1951, p. 3. © 10Apr51; KK68019.

For the 4th year in a row, Playtex has beaten its figures. (Girdles) Folder. © 2Nov51; KK67558.

For the holidays ahead, give yourself an exciting new figure. White Magic, Playtex Fab-Lined girdle. Sheet from Life, Nov. 12, 1951, p. 5. © 9Nov51; KK67966.

For you, this precious gift of sleep. Playtex Superfoam pillow. Label. © 30Oct51; KK67990.

Give the dream-designed Playtex pillow. Sheet. © 2Nov51; KK67553.

Guard your baby's health and comfort. Playtex Dryper service. (Diapers) Card. © 9Aug51; KK64675.

Guard your baby's health and happiness. Only Playtex baby oil, powder, cream give you this guarantee. Sheet from Life, Sept. 17, 1951, p. 5. © 17Sep51; KK66946.

Insist on Playtex, world's sleepingest pillow. Sheet from Life, July 23, 1951, p. 41. © 20Jul51; KK64150.

Introducing invisible White Magic, newest Playtex fab-lined girdle. Sheet from Life, Sept. 24, 1951, p. 5. © 21Sep51; KK66768.

Invisible Playtex Pink-Ice girdle. Ad no. G234. Sheet. © 2Nov51; KK67555.

Invisible Playtex Pink-Ice girdle. Ad no. G235. Sheet. © 2Nov51; KK67554.

Invisible White Magic. New fashion magic for your figure. Playtex Fab-Lined girdle. (Mail enclosure) Folder. © 12Jul51; KK65107.

Invisible White Magic. Newest Playtex Fab-Lined girdle. (Post cards) Card. © 12Jul51; KK65100.

Invisible White Magic. Playtex newest Fab-Lined girdle. Poster. © 12Jul51; KK65220.

Italy's great designers. Playtex Fab-lined girdle. Sheet from Life, Aug. 27, 1951, p. 55. © 24Aug51; KK65062.

It's easy to keep baby healthy, happy and comfortable ... Playtex Dryper pads and panties. Sheet. © 9Aug51; KK64674.

Look your slimmest in new holiday fashions with invisible White Magic. (Girdles) Folder. © 26Oct51; KK67030.

Millions of mothers will stop and read. Playtex. (Baby pants) Folder. © 27Jul51; KK64608.

Month after month. Playtex Dryper. (Diapers) Poster. © 21Aug51; KK65226.

More fabulous than ever in White Magic, says Jacques Fath ... Playtex Fab-lined girdle. Sheet from Life, Oct. 22, 1951, p. 5. © 19Oct51; KK66916.

My Playtex promotion plan. Let Playtex meet and beat your figures. (Diapers, baby oil, etc.) Sheet. © 9Aug51; KK65105.

New, invisible White Magic, by Playtex, newest and loveliest Fab-Lined girdles. (Streamer) Poster. © 12Jul51; KK65109.

Newest and loveliest Playtex Fab-Lined girdle. White Magic. Card. © 12Jul51; KK65221.

The 9 wonders of invisible White Magic. Playtex Fab-Lined girdle. (Clerk educational booklet) Pamphlet. © 12Jul51; KK65108.

Now, a truly flushable diaper; helps prevent diaper rash. Playtex Dryper. Sheet from Good housekeeping, Aug. 1951, p. 7. © 1Aug51; KK66953.

Now comes the big break on invisible White Magic. Newest Playtex Fab-Lined girdle. Sheet. © 13Sep51; KK65921.

Now! Never-before sale! All Playtex girdles reduced. (Mail enclosure) Sheet. © 2Nov51; KK68020.

Now Playtex baby oil, powder, cream, give you this guarantee: no diaper rash ... Sheet. © 9Aug51; KK65106.

Now, to guard baby's health and comfort, Playtex Dryper, light, cool, truly flushable. (Pants and diaper pads) Sheet from Life, Aug. 20, 1951, p. 113. © 20Aug51; KK66948.

Now, to help guard baby's health and comfort, Playtex Dryper, the modern, easy, safer diapering method. Sheet from Life, Oct. 15, 1951, p. 73. © 15Oct51; KK66947.

Now, to help guard your baby's health and comfort, announcing Playtex Dryper. (Pants and diaper pads) Sheet from Good housekeeping, June 1951, p. 7. © 1Jun51; KK66950.

Only Playtex baby oil, powder, cream give you this guarantee. Sheet from Life, June 25, 1951, p. 9. © 25Jun51; KK66945.

Only the best is good enough for baby. Only Playtex baby oil, powder, cream ... Poster. © 26Jun51; KK63707.

Playtex baby needs. Poster. © 13Aug51; KK65227.

Playtex baby needs. Poster. © 2Nov51; KK67557.

Playtex baby needs are gifts that keep on giving, beautifully gift-packaged for Christmas. Sheet. © 26Oct51; KK67031.

Playtex baby pants. Sheet. © 9Aug51; KK64673.

Playtex Dryper service certificate. (Diapers) Sheet. © 9Aug51; KK65104.

(Diapers) Sheet. © 3Oct51; KK67032.

Playtex guards your baby's health and comfort. Won't you stop in ... (Post card. Baby oil, powder, cream) Card. © 18Oct51; KK67043.

Playtex horoscope bib. Know your baby by his lucky star. (Bibs) Card. © 7Sep50; KK65110.

Playtex insures healthier, more restful sleep. (Pillows) Sheet from Life, Aug. 13, 1951, p. 5. © 10Aug51; KK64865.

Playtex insures healthier, more restful sleep. (Pillows) Sheet from Look, Sept. 11, 1951, p. 7. © 28Aug51; KK65061.

Playtex pillows. Folder. © 30Aug51; KK65223.

Playtex swim cap self-serv. Playtex shower cap self-serv. Poster. © 22Jun51; KK63709.

Playtex, world's only Gold Seal guarantee pillow, protects your family against germ reinfection. (Rubber foam pillows) Sheet from Life, Apr. 16, 1951, p. 5. © 13Apr51; KK66993.

Promotion plans for August. Playtex baby needs. [Product calendar] Poster. © 22Jun51; KK63708.

Promotion plans; product calendar. (Girdles, baby needs, latex pillows, etc.) Sheet.
Oct. 1951. © 24Aug51; KK65225.
Nov. 1951. © 27Sep51; KK65920.
Dec. 1951. © 30Nov51; KK68152.

Save $6 per pair ($3 each), on gold seal guaranteed Playtex Superfoam pillows. [Window streamer] Poster. © 6Jul51; KK63814.

6-month Playtex promotion plan by ... Let Playtex help you meet and beat your figures. (Girdles) Sheet. © 12Jul51; KK65099.

Sun's fun for baby when he's cool. Playtex Dryper. (Diapers) Sheet. © 9Aug51; KK65224.

Take the simmer out of summer. Playtex Pink-Ice. (Girdle) Sheet from Life, July 9, 1951, p. 11. © 6Jul51; KK64149.

Take the simmer out of summer. Playtex Pink-Ice. (Girdles) Sheet from Life, May 21, 1951, p. 9. © 18May51; KK63408.

Take the simmer out of summer. To look better in all your summer clothes, top designers recommend invisible Playtex Pink-Ice. (Girdle) Sheet from Life, June 18, 1951, p. 7. © 15Jun51; KK67125.

Tied in knots by ordinary pants that grip, mark, cut circulation? Playtex. (Baby pants) Sheet from Parents' magazine, Aug. 1951, p. 9. © 1Aug51; KK66954.

To help guard your baby's health and comfort, Playtex Dryper, the modern, easy, safer diapering method. Sheet from Life, Apr. 30, 1951, p. 3. © 30Apr51; KK66949.

To help guard your new baby's health and comfort. Playtex Dryper. (Pants and diaper pads) Sheet from Congratulations magazine, July 1951, p. 13. © 1Jul51; KK66955.

Wake up Santa. Give everyone you love the precious gift of sleep with dream-designed Playtex pillows. Sheet. © 11Oct51; KK66401.

Wake up, Santa. Playtex. (Pillows) Sheet. © 2Nov51; KK67552.

We have it. Invisible White Magic. Playtex Fab-Lined. (Girdles) Poster. © 12Jul51; KK65219.

Your morning mirror quickly shows the signs of sleepless nights. Playtex. (Rubber foam pillow) Sheet from Life, Oct. 1, 1951, p. 3. © 28Sep51; KK66767.

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Master yogurt milk. Label. © 17Sep51; KK66682.

INTERNATIONAL MOLDED PLASTICS, INC. ©.
Now, the Beautility [plastic] dinnerware, Desert Flower. Sheet from Retailing daily, Oct. 1, 1951, p. 35. © 1Oct51; KK65992.

INTERNATIONAL NICKEL COMPANY, INC.
Whether you grow food, or cook food, or eat food, you have an unseen friend in nickel. (Nickel products) Sheet from the Saturday evening post, July 7, 1951, p. 73. © The International Nickel Co., inc.; 4Jul51; KK64478.

Whether you're behind the bat, or behind the camera, or in front of your TV screen ... nickel. Sheet from Newsweek, Sept. 3, 1951, p. 27. © The International Nickel Co., inc.; 30Aug51; KK66297.

Whether you're killing bugs, or making drugs, or fueling tugs, you have an unseen friend in nickel. Sheet from Newsweek, Oct. 1, 1951, p. 91. © The International Nickel Co., inc.; 27Sep51; KK67169.

INTERNATIONAL PAPER COMPANY ©.
Aimone's pasteurized milk. Label. © 13Sep51; KK68469.

Ellsworth's pasteurized homogenized milk. Label. © 22Sep51; KK66796.

Frankfort Golden Guernsey Dairy, inc., pasteurized milk. Label. © 28Aug51; KK68471.

Fulton Milk, inc. Pasteurized homogenized milk. Label. © 13Oct51; KK66792.

Larchdale Farm Dairy pasteurized milk. Label. © 13Oct51; KK66793.

Nelson's pasteurized homogenized vitamin D milk. Label. © 7Dec51; KK68470.

Paper and free enterprise. Sheet.
Agriculture. © 17Jul51; KK64054.
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Education. © 13Nov51; KK67564.
Food. © 23Aug51; KK65051.
Government. © 14Sep51; KK65647.
Printing processes. Sheet.
Aniline. © 14Sep51; KK65648.
Miscellaneous. © 13Nov51; KK67563.
Offset. © 17Jul51; KK64055.
Rotogravure. © 23Aug51; KK65052.
Silk screen. © 15Oct51; KK66664.

Sanitary Dairy pasteurized homogenized milk. Label. © 13Oct51; KK66798.

Serve Woodlawn Farm Dairy Co. grade A pasteurized homogenized vitamin D milk. Label. © 13Oct51; KK66794.

Summit Farm grade A pasteurized homogenized milk. Label. © 2Sep51; KK68472.

Sunny Hill grade A pasteurized homogenized vitamin D milk. Label. © 22Sep51; KK66797.

Winnebago Farm Dairy milk, modified, pasteurized. Label. © 5Oct51; KK66795.

INTERNATIONAL RESISTANCE COMPANY ©.
Catalog data bulletin. Bulletin B-4, revised to July, 1951. Deposited carbon resistors. (Electronic equipment) Sheet. © 20Jul51; KK63926.

INTERNATIONAL SILVER COMPANY ©.
All the silver you'll ever need to serve 8. 1847 Rogers Bros. Sheets from Ladies' home journal, Apr. 1951, p. 12-13. © The International Silver Co.; 30Mar51; KK64795.

Amo, amas, amat. Everybody loves my Bridal Veil [silver] pattern. Rogers sterling. Sheet from McCall's, Oct. 1951, p. 131. © The International Silver Co.; 21Sep51; KK67786.

Because you believe in beauty ... sterling by International. Sheet from New Yorker, Mar. 10, 1951, p. 15. © The International Silver Co.; 8Mar51; KK64789.

Denver high school leaders. International Sterling. (Silverware) Sheet from Seventeen, July 1951, p. 5. © The International Silver Co.; 1Jul51; KK65562.

Enchanting new May Queen in the finest of silverplate. Sheet from Life, Aug. 6, 1951, p. 54. © 3Aug51; KK64385.

An enchanting new pattern in famous Holmes & Edwards ... May Queen. (Silverware) Sheet from Life, Oct. 1, 1951, p. 93. © 28Sep51; KK65971.

For the love of a lifetime, choose International Sterling. (Silverware) Sheet from Bride's reference book, July 1951, p. 14-15. © The International Silver Co.; 1Jul51; KK65563.

For you, and your children's children. International Sterling. (Silverware) Sheet from House beautiful, July 1951, p. 5. © The International Silver Co.; 20Jul51; KK65564.

For your big fall promotion. The Homemaker chest. (Silverplate) Sheet from Jewelry, Sept. 1951, p. 4 of cover. © 24Aug51; KK66029.

Highlight of a hard-hitting fall campaign created for you. Rogers sterling. Sheet from Jewelry, Oct. 1951, p. 4 of cover. © The International Silver Co.; 24Sep51; KK67496.

Humpty-Dumpty makes extra sales of Rogers sterling. (Juvenile silver patterns) Sheet from Jewelry magazine, July 1951, p. 4 of cover. © The International Silver Co. Rogers Sterling; 29Jun51; KK64106.

I have a dream in my budget. International sterling. Wild Rose, Queen's Lace, Blossom Time, Royal Danish, Richelieu. (Silverware) Sheet from Modern screen, Sept. 1951, p. 73. © The International Silver Co.; 7Aug51; KK66805.

Imagine. Lovely Lady, Spring Garden, New May Queen, Danish Princess. Holmes & Edwards sterling Inlaid silverplate. Sheet from Life, Sept. 24, 1951, p. 116. © The International Silver Co. Holmes & Edwards Division; 21Sep51; KK65780.

It all began with $3.00. International sterling. (Silverware) Sheet from Farm journal, Apr. 1951, p. 117. © The International Silver Co.; 19Mar51; KK63986.

It's still the thing to do. 1847 Rogers Bros. (Silverware) Sheet from Look, Mar. 27, 1951, p. 2 of cover. © The International Silver Co.; 13Mar51; KK64790.

It's still the thing to do. 1847 Rogers Bros. (Silverware) Sheet from Seventeen, July 1951, p. 3 of cover. © The International Silver Co.; 1Jul51; KK65565.

Last spring at graduation, one teaspoon. International sterling. Sheet from Seventeen, May 1951, p. 3. © The International Silver Co.; 1May51; KK64788.

Memphis sub-debs choose their favorite International sterling pattern. Sheet from American girl, June 1951. © The International Silver Co.; 25May51; KK64787.

Note to store executives ... Daffodil, 1847 Rogers Bros. (Silverware) Sheet from Department store economist, May 1951, p. 4 of cover. © The International Silver Co.; 30Apr51; KK64792.

Now! Join your dealer's club plan. Holmes & Edwards sterling inlaid silverplate. Sheet from McCall's, Nov. 1951, p. 117. © The International Silver Co.; 24Oct51; KK66944.

Old Charleston is new. Rogers sterling. Sheet from McCall's, Nov. 1951, p. 105. © The International Silver Co.; 24Oct51; KK67494.

Patterns, patterns, patterns. I've seen them all. There's none as lovely as Old Charleston. Bridal Veil, Moonbeam, Wedding Bells. (Silverware) Sheet from Seventeen, Dec. 1951, p. 9. © 25Nov51; KK68604.

Profit powered. Holmes & Edwards sterling inlaid silverplate. Sheet from National jeweler, July 1951, front cover. © 10Jul51; KK63880.

Prominent Oklahoma City girls choose their favorite International sterling patterns. Brocade, Joan of Arc, Richelieu, Royal Danish. (Silverware) Sheet from Woman's home companion, Sept. 1951, p. 54-55. © The International Silver Co.; 17Aug51; KK66809.

Royal Danish. Superb sterling flatware ... Distinguished tea and coffee service ... Sheet from House beautiful, Sept. 1951, p. 3. © The International Silver Co.; 24Aug51; KK66808.

The season's greetings and best wishes for the coming year, from Rogers sterling. (Silverware) Sheet from Jewelry, Dec. 1951, p. 4 of cover. © 7Dec51; KK68603.

Spread the word. Rogers sterling. (Table silver) Sheet from McCall, June 1951, p. 77. © The International Silver Co.; 23May51; KK64105.

INTERNATIONAL SILVER COMPANY ®. Cont'd.

Two loves have I. Rogers sterling. (Table silver) Sheet from Bride's magazine, Spring 1951, p. 27. © The International Silver Co.; 1Mar51; KK63677.

Unique new sales builder makes sales, sales, sales. Rogers sterling. Sheet from Jewelry, Nov. 1951, p. 4 of cover. © The International Silver Co.; 7Nov51; KK67495.

You know it works. Holmes & Edwards sterling inlaid silverplate. Sheet from National jeweler, Sept. 1951, p. 1 of cover. © 14Sep51; KK65666.

Your sterling silver record, wonderful help in collecting your International sterling. Sheet from Seventeen, Aug. 1951, p. 5. © The International Silver Co.; 1Aug51; KK66807.

Yours to treasure ... sterling by International. Sheet from New Yorker, June 9, 1951, p. 5. © The International Silver Co.; 31May51; KK64791.

INTERNATIONAL SILVER COMPANY. Holmes and Edwards Division.

Club plan sale. Holmes & Edwards sterling silverplate. Sheet from Star, Washington, D. C., Oct. 28, 1951, p. 21. © International Silver Co.; 28Oct51; KK67188.

Here's how it works, the H & E club plan program. Holmes & Edwards sterling Inlaid silverplate. Sheet from National jeweler, Oct. 1951, p. 1 of cover. © International Silver (in notice: The International Silver Co., Holmes & Edwards Division); 1Oct51; KK66589.

Imagine. Holmes & Edwards sterling Inlaid silverplate. (Silverware) Sheet from Photoplay, Oct. 1951, p. 34. © International Silver; 10Sep51; KK66868.

The loveliest patterns of all. Holmes & Edwards sterling Inlaid silverplate. Lovely Lady, Danish Princess, New May Queen, Spring Garden. Sheet from Life, Nov. 19, 1951, p. 96. © 16Nov51; KK67849.

Now, a sensational new serving piece. Holmes & Edwards. (Silverware) Sheet from National jeweler, Nov. 1951, cover. © 10Nov51; KK67612.

Still time! Club plan sale. Holmes & Edwards sterling Inlaid silverplate. Sheet from the Sunday star, Washington, D. C., Nov. 4, 1951, p. A-11. © 4Nov51; KK67311.

This is May Queen. Holmes & Edwards. (Silverware) Sheet from National jeweler, Aug. 1951, cover. © 9Aug51; KK64607.

This very night. Holmes & Edwards sterling Inlaid silverplate. Sheet from Life, Sept. 10, 1951, p. 71. © International Silver Co. (in notice: The International Silver Co., Holmes & Edwards Division); 7Sep51; KK65328.

Today, tonight, tomorrow. Holmes & Edwards sterling Inlaid silverplate. Sheet from Today's woman, Oct. 1951, p. 7. © International Silver Co. (in notice: The International Silver Co., Holmes & Edwards Division); 26Sep51; KK66150.

INTERSTATE BAKERIES CORPORATION ©.

Tut-Tut nothing but Butter-Nut enriched bread. Label. © 28Oct51; KK67766.

IVANO, INC. ©.

Clean up this fall, with the softest, strongest sponge in the world. Ivalon, the miracle sponge. Sheet from the Chicago tribune, Sept. 9, 1951, p. 30. © 8Sep51; KK65895.

Clean up with Ivalon, the softest, strongest sponge in the world. Sheet from Good housekeeping, Nov. 1951, p. 227. © 20Oct51; KK67324.

New! Softest sponge in the world! Ivalon, the miracle sponge! Sheet from the Evening bulletin, Philadelphia, June 6, 1951, p. 22. © 6Jun51; KK63325.

Squeeze it. You'll love it. Ivalon, the softest, yet toughest sponge in the world. Sheet from Everywoman's magazine, Oct. 1951, p. 89. © 27Sep51; KK67436.

IVYGO Division, Howe Laboratories. SEE Howe Laboratories. Ivygo Division.

J

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Military capitalize on wide range of J & H inverters. (Precision machinery) Sheet from Aero digest, Nov. 1951, p. 81. © 1Nov51; KK68690.

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Generators with identical ratings fitted to job. Sheet from Aviation week, Sept. 24, 1951, p. 138. © 21Sep51; KK65944.

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Special products developed for systems application. Sheet from Aviation week, Nov. 19, 1951, p. 58. © 16Nov51; KK67892.

Unfamiliar facts about a company bearing a familiar name. J & H associates fill vital jobs ... Sheet from Cleveland plain dealer, Oct. 21, 1951, p. 19-B. © 20Oct51; KK66830.

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JARVIS, Lucille, John H. Grim, George Vordermark and Charles L. Jarvis, composing the firm, All-American Games Company. SEE All-American Games Company.

JEFFRESS, Homer.

Herb-I-Tone. KK68339. SEE Jeffress, Nolin.

JEFFRESS, NOLIN.

Herb-I-Tone. (Dietary supplement) Label. © Nolin Jeffress & Homer Jeffress; 8Dec51; KK68338.

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Get a fluffy chenille dusting and polishing mitt, free. Johnson's Pride. (Furniture wax) Sheet from Better homes & gardens, Oct. 1951, p. 142. © 25Sep51; KK66272.

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Orthopedic corrections. N. Y. Goodyear Shoe Service. Folder. © Lawrence Murphy Jordan & Vaughn Lester; 1Aug51; KK68056.

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Kinney vacuum tight valves. Bulletin 2448. 4 p. © 8Aug51; KK67540.

A new, small vacuum pump by Kinney. Model CVM 3153. Sheet. © 27Mar51; KK67539.

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KIRKMAN, James Watson, d.b.a. North Platte Advertising Company. SEE North Platte Advertising Company.

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How your bank deposits are used to better your living and your future. (Banking) Sheet from the Herald-news, Passaic, N. J., Oct. 1, 1951, p. 12. © 1Oct51; KK65981.

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Time recommends Passaic County and its banks. Sheet from the Herald-news, Passaic, N. J., Sept. 10, 1951, p. 16. © 10Sep51; KK65302.

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This will help you stop smoking. Scientist develops new formula ... Quits. Sheet from Chicago herald-American, Oct. 15, 1951, p. 28. © 15Oct51; KK68448.

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From the rich Land O'Lakes, America's finest butter. Fresher when you taste it. (Illus. of asparagus and butter) Sheet. © 2Sep51; KK66393.

From the rich Land O'Lakes, America's finest butter. Land O'Lakes nonfat dry milk solids. (Peas illus.) Sheet. © 12Aug51; KK66392.

From the rich Land O'Lakes, America's finest butter. The milk that changed a million minds. (Illus. of rolls and butter) Sheet. © 7Oct51; KK66394.

Greatest invention since the cow. Land O'Lakes. [Corn on cob] (Dairy products) Sheet. © 17Jun51; KK63612.

LANDERS, FRARY AND CLARK ©.

America's fastest [electric] iron. Universal Stroke-Sav-r. Sheet from Look, May 22, 1951, p. 23. © 8May51; KK67278.

Cash in on sit down cooking. Universal Cook-A-Matic. (Waffle iron) Sheet from Electrical merchandising, Feb. 1951, p. 40. © 10Feb51; KK66604.

Gift wrap and feature Universal. Give electrical housewares. Coffeematic. Sheets from Electrical merchandising, May 1951, p. 118-119. © 10May51; KK66527.

Having a picnic? Take a Universal. (Vacuum goods) Sheet from Collier's, June 23, 1951, p. 4. © 15Jun51; KK67183.

I've got the cleaner for complete home cleaning. Universal Clean-Air [vacuum] cleaner. Sheet from the Saturday evening post, Sept. 22, 1951, p. 58. © 19Sep51; KK65671.

The perfect gift. Coffee to your taste, automatically. Universal Coffeematic. (Coffeemaker) Sheet from Household magazine, Nov. 1951, p. 38. © 22Oct51; KK67023.

There must be a reason why millions prefer Universal Coffeematic over all other coffeemakers. Sheet from Electrical merchandising, Jan. 1951, p. 58-59. © 10Jan51; KK66603.

12 o'clock and all's swell. Coffee's hot-sandwiches fresh with a Universal lunch kit. Sheet from Look, May 22, 1951, p. 102. © 8May51; KK66652.

Universal Coffeematic, America's favorite coffeemaker, with the exclusive Flavor-Selector. Sheet from the Saturday evening post, Sept. 29, 1951, p. 6. © 26Sep51; KK65942.

Universal Coffeematic, America's favorite coffeemaker, with the exclusive Flavor-Selector. Sheet from the Saturday evening post, Oct. 20, 1951, p. 177. © 17Oct51; KK66650.

Universal electric blanket. Comfort that sends you to sleep. Sheet from Holiday, Nov. 1951, p. 4 of cover. © 17Oct51; KK66662.

Universal Stroke-Sav-r, America's fastest [electric] iron. Sheet from Farm journal, June 1951, p. 116. © 21May51; KK67277.

Universal Stroke-Sav-r saves almost half your ironing time. (Electric iron) Sheet from Look, Sept. 25, 1951, p. 101. © 11Sep51; KK65542.

Watch sales pop-up automatically. Universal automatic [electric] toaster. Sheet from Electrical merchandising, Apr. 1951, p. 48. © 10Apr51; KK66602.

LANDMAN, Mina B., d.b.a. The Herb Workshop. SEE Herb Workshop.

LANE COMPANY, INC.

For mother, the gift that's really two gifts. Lane cedar chests. Sheet from Life, Apr. 23, 1951. © The Lane Co.; 20Apr51; KK64794.

LANE COMPANY, INC. Cont'd.

A gift that's sentimental, and practical, too. Lane. (Cedar chests) Sheet from Life, July 30, 1951, p. 2 of cover. © The Lane Co.; 27Jul51; KK65566.

The sooner you get your Lane cedar chest, the more things you'll have for your home. Sheet from Seventeen, Jan. 1951, p. 5. © The Lane Co.; 1Jan51; KK64793.

The Valentine gift she'll cherish most. Lane cedar chests. Sheet from Life, Jan. 29, 1951. © The Lane Co.; 26Jan51; KK63551.

LANGLEY CORPORATION ©.

Half of the championship combination that is revolutionizing sport fishing, Langley Longitudinal tubular glass rods. Sheet from Sports afield, Apr. 1951, p. 88. © 24Mar51; KK68022.

The other half of the championship combination that is setting new fishing records, Langley Anti-Inertia reels. Sheet from Sports afield, Apr. 1951, p. 89. © 24Mar51; KK68021.

Rod and reel revolution. Langley. Sheet from Field & stream, Feb. 1951, p. 83. © 24Jan51 (in notice: 1950); KK67975.

LANZNER, JOSEPH ©.

Thrift certificate. Second Federal Savings & Loan Association. Sheet. © 25Oct51; KK67979.

LA PINE (ARTHUR S.) AND COMPANY ©.

Lanco apparatus news. (Laboratory apparatus) Pamphlet. Oct. 1951. © 1Oct51; KK68488.

LARSON, Gladys Viola and Ursule Hoofnagle, co-owners of Hobby Lobby Shop. SEE Hobby Lobby Shop.

LA SALLE PRODUCTS, INC. ©.

La Salle, creators and manufacturers of fine indirect wallamps ... Folder. © 30Aug51; KK65296.

LAUCKS SENTRY PRODUCTS ©.

Laucks Sentry, continuous moisture detector. Folder. © 25Jun51; KK65016.

LAUDAR COMPANY.

The Laudar sales manager control system. Folder. © The Laudar Co.; 1Jun51; KK66130.

LAWTON, Frank A. and Frank H. Lawton, sole owners, File-EZ Folder Company. SEE File-EZ Folder Company.

LAWTON, Frank H. and Frank A. Lawton, sole owners, File-EZ Folder Company. SEE File-EZ Folder Company.

LEBHAR-FRIEDMAN PUBLICATIONS, INC. ©.

The billion-dollar chain store age drug market. Pamphlet. © 14Sep51; KK67336.

LEE (H. D.) COMPANY, INC.

Buy Lee work clothes, your best value for any job. Sheet from Life, Nov. 5, 1951, p. 123. © The H. D. Lee Co., inc.; 2Nov51; KK68317.

Gifts that last, for the whole family. Lee. (Work clothes) Sheet from Life, Nov. 26, 1951, p. 32. © The H. D. Lee Co., inc.; 23Nov51; KK68326.

A good neighbor of yours. Lee. (Work clothes) Sheet from Life, June 25, 1951, p. 40. © The H. D. Lee Co., inc.; 22Jun51; KK66049.

Highest quality union made Lee boy's overalls. Display card. © The H. D. Lee Co., inc.; 15Aug51; KK64918.

Labor Day or any day, Lee work clothes. Sheet from Life, Sept. 3, 1951, p. 55. © The H. D. Lee Co., inc.; 31Aug51; KK65902.

Lee Riders. There's a Lee for every job. (Pants) Sheet from Life, Mar. 26, 1951, p. 98. © The H. D. Lee Co., inc.; 23Mar51 (in notice: 1950); KK66449.

Lee Riders, for school wear or anywhere. (Cowboy pants and jackets) Sheet from Life, Aug. 13, 1951, p. 108. © The H. D. Lee Co., inc.; 10Aug51; KK65756.

Union made Lee highest quality overalls. Display card. © The H. D. Lee Co., inc.; 15Aug51; KK64917.

You get greater values when you buy Lee. (Work clothes) Sheet from Life, Oct. 15, 1951, p. 100. © The H. D. Lee Co., inc.; 12Oct51; KK67461.

LEEMING (THOMAS) AND COMPANY, INC. ©.

If Peter Pain has you all tied up with chest cold. Quick, rub in Ben-Gay. (Pharmaceutical) Sheet from Farm journal, Dec. 1950, p. 94. © 20Nov50 (in notice: 1949); KK64310.

LEGION ICE CREAM COMPANY ©.

Legion Ice Cream League membership card. (Ice cream) Card. © 23Jun51; KK64393.

LEMOINE, HYATT ©.

Le Moyne; Fountain of Youth. Yerba mate, Paraguay tea. Label. © 14Aug51; KK64503.

LENTHÉRIC, INC. ©.

Lenthéric can give you a lovely face. (Cosmetics) Sheet from Vogue, Oct. 15, 1951, p. 153. © 15Oct51; KK66785.

LEONARD, R. K. ©.

Merry Christmas. (Electric light bulbs) Folder. © 17Dec51; KK68647.

LEONDAR, Arthur, owner, Atlas Company. SEE Atlas Company.

LESTER, Vaughn.

Orthopedic corrections. KK68056. SEE Jordan, Lawrence Murphy.

LEU, A. H., d.b.a. Safe-T-Weld Co. SEE Safe-T-Weld Co.

LEVER BROTHERS COMPANY ©.

Enter the $16,000.00 Illinois jingle contest. Good Luck oleomargarine. Sheet from Chicago news, July 12, 1951. © Lever Bros.; 12Jul51; KK64187.

Enter the $16,000.00 Illinois jingle contest. Good Luck oleomargarine. Sheet from Springfield, Ill. journal register, July 5, 1951. © Lever Bros.; 5Jul51; KK64186.

Here's Good Luck to you, save 10¢ on your favorite bread. (Margarine) Sheet from Camden, N. J. courier post, Aug. 30, 1951. © 30Aug51; KK68243.

New discovery, new process, new flavor. Good Luck oleomargarine. Sheet from Chicago tribune, July 11, 1951. © 11Jul51; KK64190.

LEVOLOR LORENTZEN, INC. ©.

Another monument to smooth performance, the new Chrysler Building East ... Levolor. (Venetian blinds) Sheet from Architectural forum, Mar. 1951, p. 280. © 1Mar51; KK66525.

Buying venetians? Look for the tag that identifies the best. Levolor. Sheet from Good housekeeping, Apr. 1951, p. 282. © 21Mar51 (in notice: 1950); KK66458.

Buying venetians? Look for this tag. Levolor. (Venetian blinds) Sheet. © 13Apr51; KK66624.

A dream of beauty, venetians in matching quality and color. Levolor. (Blinds) Sheet from Better homes & gardens, Nov. 1950, p. 232. © 25Oct50; KK65672.

For the finest in venetians, look for the Levolor tag when you buy. (Venetian blinds) Sheet from Better homes & gardens, June 1951, p. 229. © 25May51; KK67103.

LEWIS, Rosemarie, d.b.a. Vogarell Products Company. SEE Vogarell Products Company.

LEWIS AND CONGER ©.

Is your husband overtaxed? Give his heart a lift. Heartsaver chair. Sheet from New York times, July 22, 1951, p. 60. © 22Jul51; KK64453.

Too much upright living. (Chairs, etc.) Sheet from New York herald tribune, vol. CXI, no. 38.192, p. 35. © 10Jun51; KK64148.

LIBBEY Glass Division, Owens-Illinois Glass Company. SEE Owens-Illinois Glass Company. Libbey Glass Division.

LIBBY (LOUIS L.) FOOD PRODUCTS, INC. ©.

No cooking. Already deliciously cooked, ready to eat, serve hot or cold. Real [frozen] southern fried chicken. Sheet from Baltimore evening sun, Oct. 11, 1951, p. 24. © 11Oct51; KK67039.

We'll pay you 40¢ not to cook. Precooked, already deliciously prepared. Ready to eat. Real [frozen] southern fried chicken. Sheet from Washington post, Oct. 12, 1951, p. 18. © 12Oct51; KK67040.

We'll pay you 40¢ not to cook. Real [frozen] southern fried chicken. Sheet. © 5Oct51; KK66980.

LIBBY, MCNEILL AND LIBBY ©.

Libby's frozen fresh concentrate for lemonade. Label. © 16Apr51; KK64643.

Libby's frozen fresh Hawaiian pineapple chunks. Label. © 15Aug51; KK67212.

Libby's frozen fresh kale. Label. © 12Dec50; KK67210.

Libby's frozen fresh Kirkman Gems sliced yellow Freestone peaches. Label. © 24Sep51; KK67208.

Libby's frozen fresh sweet peas. Junior size pack. Label. © 13Oct51; KK67284.

Libby's frozen fresh whole baby okra. Label. © 6Aug51; KK67211.

Libby's frozen fresh whole strawberries. Label. © 6Mar51; KK67017.

LIBERTY MUTUAL FIRE INSURANCE COMPANY ©.

Figure it out for yourself. Liberty Mutual fire insurance. Folder. © 4Sep51; KK66885.

LIC-RICH COMPANY.

Delicious Lic-Rich pellets. (Flavored effervescent pellets) Sheet. © The Lic-Rich Co.; 1May51; KK63190.

Lix, the licorice pop stick. Sheet. © The Lic-Rich Co.; 1May51; KK63192.

Lixie, the licorice ice cream. Sheet. © The Lic-Rich Co.; 1May51; KK63191.

LIEBMANN BREWERIES, INC. ©.

Imitated, but never duplicated. Rheingold extra dry. New York City's original extra dry beer. [Mona Lisa] Sheet from the New York times, Dec. 3, 1951, p. 48. © 3Dec51; KK68283.

My beer is Rheingold, the dry beer.

Allie Reynolds. Sheet from New York times, Oct. 15, 1951, p. 46. © 15Oct51; KK66511.

Carl Brisson. Sheet from New York world-tribune, July 23, 1951. © 23Jul51; KK63970.

Dick Haymes. Sheet from Daily news, New York, Nov. 26, 1951, p. 91. © 26Nov51; KK67991.

Dorothy Shay. Sheet from New York herald tribune, Oct. 1, 1951, p. 32. © 1Oct51; KK66010.

Douglas Fairbanks, jr. Sheet from New York herald tribune, Aug. 20, 1951, p. 28. © 20Aug51; KK64800.

Elise Gammon. Sheet from New York daily mirror, June 24, 1951. © 24Jun51; KK63367.

Elise Gammon. Sheet from New York journal American, Nov. 4, 1951. © 4Nov51; KK67362.

Elise Gammon. Sheet from the New York times magazine, Sept. 16, 1951, p. 80. © 16Sep51; KK65546.

Elise Gammon, Miss Rheingold 1951. Sheet from Beverage retailer weekly, Oct. 15, 1951. © 15Oct51; KK66636.

Elise Gammon, Miss Rheingold 1951. Sheet from the New York daily mirror, Nov. 12, 1951, p. 9. © 12Nov51; KK67510.

Elise Gammon, Miss Rheingold 1951. Sheet from New York daily news, Oct. 29, 1951, p. 9. © 29Oct51; KK67055.

Elise Gammon, Miss Rheingold, 1951. Sheet from New York herald tribune, July 9, 1951. © 9Jul51; KK63803.

Elise Gammon, Miss Rheingold 1951. Sheet from New York journal-American, Sept. 24, 1951, p. 28. © 24Sep51; KK65870.

Elise Gammon, Miss Rheingold 1951. Sheet from New York journal American, Oct. 7, 1951, p. 4 of cover. © 7Oct51; KK66414.

Elise Gammon, Miss Rheingold 1951. Sheet from New York post, comic section, Oct. 14, 1951, p. 4 of cover. © 14Oct51; KK66510.

Elise Gammon, Miss Rheingold 1951. Sheet from the New York times, Dec. 10, 1951, p. 52. © 10Dec51; KK68548.

Ginny Simms. Sheet from New York daily mirror, Sept. 17, 1951, p. 11. © 17Sep51; KK65547.

Gracie Fields. Sheet from New York daily mirror, June 25, 1951, p. 11. © 25Jun51; KK63197.

Hoagy Carmichael. Sheet from New York daily news, Sept. 10, 1951, p. 9. © 10Sep51; KK65397.

Imogene Coca. Sheet from Daily mirror, Nov. 19, 1951, p. 11. © 19Nov51; KK67965.

John Wayne. Sheet from the New York times, Aug. 6, 1951, p. 40. © 6Aug51; KK64510.

Marilyn Maxwell. Sheet from New York daily mirror, Aug. 27, 1951, p. 9. © 27Aug51; KK64928.

Marlene Dietrich. Sheet from the New York times, July 30, 1951, p. 36. © 30Jul51; KK64243.

Milton Caniff. Sheet from New York herald tribune, July 2, 1951. © 2Jul51; KK63802.

Miss Rheingold 1951. Sheet from New York daily mirror, Aug. 13, 1951, p. 11. © 13Aug51; KK64508.

Miss Rheingold, 1951. Sheet from New York daily news, Sept. 4, 1951, p. 9. © 4Sep51; KK65174.

Robert Cummings. Sheet from the New York times, Nov. 5, 1951, p. 54. © 5Nov51; KK67334.

Sal Maglie. Sheet from the New York times, Oct. 8, 1951, p. 42. © 8Oct51; KK66315.

Vivian Blaine. Sheet from New York news, July 16, 1951. © 16Jul51; KK63804.

New York is getting down to cases. Rheingold extra dry lager beer. Sheet from New York daily news, Aug. 9, 1951, p. 41. © 9Aug51; KK64509.

New Yorkers have made their choice. Rheingold extra dry lager beer. Sheet from New York daily mirror, Aug. 23, 1951, p. 13. © 23Aug51; KK64929.

Our beer is Rheingold, the dry beer. say Les Paul and Mary Ford. Sheet from New York daily mirror, Oct. 22, 1951, p. 11. © 22Oct51; KK66905.

Season's greetings, says Elise Gammon, Miss Rheingold 1951. Rheingold extra dry lager beer. Sheet from Sunday mirror, magazine section, Dec. 2, 1951, p. 4 of cover. © 2Dec51; KK68282.

Which girl will be Miss Rheingold 1952? (Beer) Sheet from New York post, Aug. 19, 1951, comic section. © 19Aug51; KK65257.

LIGGETT AND MYERS TOBACCO COMPANY ©.

Al Rosen says: Everything you could ask for. Chesterfield. (Cigarettes) Sheet from the Sporting news, Sept. 5, 1951, cover. © 5Sep51; KK65184.

All over America, smokers sound off for Chesterfield. (Cigarettes)

Johnny Lujack. Sheet from the Sporting news, Oct. 31, 1951. © 31Oct51; KK67107.

Larry "Yoga" Berra. Sheet from the Sporting news, Nov. 28, 1951. © 28Nov51; KK68265.

Leo Durocher. Sheet from the Sporting news, Nov. 7, 1951. © 7Nov51; KK67449.

Ralph Kiner. Sheet from the Sporting news, Dec. 12, 1951. © 12Dec51; KK68620.

Stan Musial. Sheet from the Sporting news, Nov. 21, 1951, cover. © 21Nov51; KK67935.

Toots Shor. Sheet from the Sporting news, Nov. 14, 1951, cover. © 14Nov51; KK67633.

The best cigarette for you to smoke. Chesterfield. A. J. Wehler. Sheet. © 1Sep51; KK65183.

The biggest plus in cigarette history. Chesterfield.

David Brian. Sheet from the Saturday evening post. © 18Jul51; KK63866.

David Brian. From the Sporting news, July 25, 1951, p. 4 of cover. © 25Jul51; KK64102.

Douglas Clarke. © 1Jul51; KK64103.

Gloria DeHaven. © 12Oct51; KK66579.

Gloria DeHaven. Sheet from the Sporting news, Sept. 26, 1951. © 26Sep51; KK65911.

Jan Sterling. Sheet from True experiences, Sept. 1951, p. 4 of cover. © 10Aug51; KK64663.

[Package of Chesterfields on silver tray] Sheet from Sporting news, St. Louis, July 4, 1951, p. 1. © 4Jul51; KK63356.

Paul Douglas. © 28Sep51; KK65945.

Rhonda Fleming. © 23Jul51; KK64101.

Steve Cochran. Sheet. © 19Sep51; KK65704.

Steve Cochran. Sheet from the Sporting news, Sept. 12, 1951. © 12Sep51; KK65532.

Chesterfield, largest selling cigarette in America's colleges.

Cornell. Sheet. © 22Oct51; KK67042.

Northwestern. Sheet. © 26Sep51; KK66115.

Princeton. Sheet. © 12Sep51; KK65531.

Smith University. Sheet. © 3Sep51; KK67057.

U. of Virginia. Sheet. © 16Oct51; KK66982.

The front of my tray tells the story. In Fatima the difference is quality. Louise Scanlan. (Cigarettes) Sheet. © 5Oct51; KK67108.

Get to know Chesterfield, they're really good to you. Thelma Carpenter. (Cigarettes) Sheet from Our world. © 1Jul51; KK63324.

Gil Hodges says: they give you the good pitch, stick with it. Chesterfield cigarettes. Sheet from the Sporting news, St. Louis, July 18, 1951, p. 1. © 18Jul51; KK63716.

Give 'em Fatima. Sherman Billingsley. (Cigarettes) Sheet. © 20Nov51; KK67934.

Go for the one with the big plus. Chesterfield. (Cigarettes)

Ralph Kiner. Sheet from the Sporting news, St. Louis, Aug. 1, 1951. © 1Aug51; KK64288.

The great Yogi says, My cigarette gives me ... Chesterfield. Sheet from the Sporting news, cover. © 29Aug51; KK65000.

I make 'em for you to smoke. Chesterfield cigarettes.

Elizabeth Rosenthal. Sheet. © 1Aug51; KK64387.

I'm sending Chesterfields to all my friends. Ronald Reagan. (Cigarettes) Sheet. © 23Nov51; KK68264.

I'm sending Chesterfields to all my friends. Ronald Reagan. (Cigarettes) Sheet from the Sporting news, Dec. 5, 1951. © 5Dec51; KK68600.

In Fatima the difference is quality. (Cigarettes)

Cedric Hardwick. Sheet from Life, p. 8. © 20Jul51; KK63964.

Dorothy Sarnoff. Sheet. © 16Nov51; KK67964.

[Hands and package of cigarette Sheet. © 17Aug51; KK64941.

Jack Webb. Sheet. © 10Aug51; KK64664.

LIGGETT AND MYERS TOBACCO COMPANY ©.
In Fatima the difference is quality. Cont'd.
Maggie Moorley. Sheet from Life. © 13Jul51; KK63641.
William Gaxton. Sheet. © 2Nov51; KK67309.
James Warner Bellah. Sheet. © 21Sep51; KK65912.

The merriest Christmas any smoker can have. Chesterfield. (Xmas carton; cigarettes) Sheet from True experience, Dec. 1951, p. 4 of cover. © 10Nov51; KK67632.

No unpleasant after-taste when you smoke Chesterfield. Chesterfields are a girl's best friend. (Cigarets) Sheet from Tan confessions, Sept. 1951, p. 4 of cover. © 15Aug51; KK64845.

Play it smart. Smoke Chesterfield. (Cigarettes)
Stan Musial. Sheet from the Sporting news, St. Louis, Aug. 8, 1951, p. 1. © 8Aug51; KK64386.

Science discovered it. Chesterfield. (Cigarettes) Sheet from the Saturday evening post. © 15Aug51; KK64844.

Science discovered it. Chesterfield. [Scientist and factory] (Cigarets) Sheet. © 2Jul51; KK63625.

Sound off. (Stengel & Rizzuto) Chesterfield cigarettes. Sheet from the Sporting news, Oct. 17, 1951. © 17Oct51; KK66789.

Sound off for the N. Y. Giants. Sound off for Chesterfield. (Cigarettes) Sheet from New York herald tribune, Oct. 4, 1951, p. 33. © 4Oct51; KK66114.

Try 'em today. Chesterfield. (Cigarettes)
Casey Stengel. Sheet from the Sporting news, Oct. 3, 1951, p. 1. © 3Oct51; KK66063.
Leo Durocher. Sheet from the Sporting news, Oct. 10, 1951. © 10Oct51; KK66580.

We say smoke our brand. (Adkins, Herndon, White) Chesterfield cigarettes. Sheet from Tan confessions, Nov. 1951, p. 4 of cover. © 12Oct51; KK66788.

Whitey Lockman says, Only Chesterfield has it. (Cigarettes) Sheet from the Sporting news, Sept. 19, 1951. © 19Sep51; KK65705.

Willie Mays says go for the good one. Chesterfield. (Cigarettes) Sheet from Tan confessions, Oct. 1951, p. 4 of cover. © 14Sep51; KK65533.

You can't buy a better cigarette. Chesterfield. Thomas A. Vaughan. Sheet from the Railway clerk, Nov. 1, 1951, p. 8. © 1Nov51; KK67308.

You can't buy a better cigarette and they're union-made. Bessie Williams. Chesterfield. Sheet. © 1Dec51; KK68601.

You can't buy a better cigarette, and they're union-made. Chesterfield. Betty Stone, inspector. Sheet. © 1Oct51; KK65946.

You're always ahead when you smoke Chesterfield. (Cigarettes)
Robin Roberts. Sheet from the Sporting news, St. Louis, Aug. 22, 1951. © 22Aug51; KK64942.

LILI'SE AND COMPANY.
Lily'se beauty-full cosmetics. Sheet from Milwaukee sentinel, Nov. 4, 1951, p. 7. © Lili'se & Co., Violet Ihrke, owner - sole; 4Nov51; KK68076.

Lili'se, fine fashions with that French flair. (Clothing) Sheet from the Milwaukee sentinel, Dec. 9, 1951, p. D-9. © Lili'se & Co., Violet Ihrke, sole owner; 9Dec51; KK68663.

LINCOLN SAVINGS BANK OF BROOKLYN.
Mail $1, join Lincoln's new Coupon Club Savings Plan. Sheet from Daily news, Sept. 12, 1951, p. BL54. © The Lincoln Savings Bank of Brooklyn; 11Sep51; KK65694.

Send $1. Use coupon below. Join Lincoln's new Coupon Club savings plan. (Savings accounts) Sheet from Daily news, New York, July 18, 1951, p. 1. © The Lincoln Savings Bank of Brooklyn (in notice: Lincoln Savings Bank); 17Jul51; KK63879.

LINDBERG, John, the owner Scandinavian Music Company. SEE Scandinavian Music Company.

LINDSAY, Charlotte and John W. Lindsay, d.b.a. Florida Keys Driftwood Studios. SEE Florida Keys Driftwood Studios.

LINDSAY, John W. and Charlotte Lindsay, d.b.a. Florida Keys Driftwood Studios. SEE Florida Keys Driftwood Studios.

LINDSAY RIPE OLIVE COMPANY ©.
Lindsay. Label.
Extra large California green ripe olives. [Green] © 8Nov48; KK63435.
Large California green ripe olives. [Light blue] © 8Nov48; KK63436.
Mammoth California green ripe olives. © 30Nov50; KK64606.
Select California green ripe olives. [Dark blue] © 8Nov48; KK63437.

LINEN SUPPLY ASSOCIATION OF AMERICA ©.
Clean, fresh linens and towels inspire confidence, says doctor. Sheet from Fountain service, Aug. 1950, p. 67. © 1Aug50; KK63690.

LINEN SUPPLY COMPANY OF AMERICA ©.
What are your customers saying behind your back? (Linen supply service) Sheet from American restaurant magazine, Oct. 1950, p. 140. © 1Oct50; KK63691.

LIPKIN, CHARLES ©.
MagiColumns call answer instantly. (Number puzzle strips) Label. © 7Sep51; KK65461.

LIPTON (THOMAS J.) INC. ©.
Lipton Frostee dessert mix - vanilla flavor. Label. © 27Jun51; KK63377.
Lipton noodle soup, with enriched noodles. Label. © 16Jul51; KK63963.

LIVINGSTON COMPANY.
Plasticote polishes and protects your car. Label. © The Livingston Co.; 8Aug51; KK64366.

LLOYD, LAIRD AND COMPANY ©.
Bulk pak ice cream. Label. © 14Nov51; KK67827.

LLOYD MANUFACTURING COMPANY ©.
Lloyd nationally known chrome-plated furniture. Catalog no. 52-A. 12 p. © 25Oct51; KK67762.

LOCAL TRADEMARKS, INC. ©.
Drug facts. Sheet.
1312. © 11Sep51; KK66438.

LODGE AND SHIPLEY COMPANY.
There's only one lathe for T-turning, the revolutionary new Lodge & Shipley T Lathe. Sheet from American machinist, Nov. 26, 1951, p. 94. © The Lodge & Shipley Co.; 26Nov51; KK68561.

LOEWI AND COMPANY ©.
Here's that investment report from Loewi's. Sheet from the Milwaukee journal, Sept. 25, 1951, p. 12. © 25Sep51; KK67902.

It pays me to fly this line. (Investments) Sheet from Milwaukee journal, Aug. 14, 1951, p. 11. © 14Aug51; KK65332.

Look what came in the mail, Loewi's digest. (Investments) Sheet from Milwaukee journal, July 17, 1951, p. 10. © 17Jul51; KK65363.

Man! It's easy to invest at Loewi's. Sheet from the Milwaukee journal, Sept. 4, 1951, p. 9. © 4Sep51; KK67899.

Man, my investments will pay for this vacation. Sheet from the Milwaukee journal, Sept. 18, 1951, p. 12. © 18Sep51; KK67901.

Me? I invest my savings in sound securities. Sheet from Milwaukee journal, July 31, 1951, p. 6. © 31Jul51; KK65335.

Prompt action? Man, you should see the attention your investment orders get at Loewi's. Sheet from the Milwaukee journal, Oct. 30, 1951, p. 10. © 30Oct51; KK67906.

Some day son, you'll realize it pays to be an investor. Sheet from the Milwaukee journal, Oct. 23, 1951, p. 16. © 23Oct51; KK67905.

Sure I read the financial page, after all I'm an investor. (Investments) Sheet from the Milwaukee journal, Oct. 16, 1951, p. 8. © 16Oct51; KK67904.

Sure I work for that company, and that company works for me. (Investments) Sheet from Milwaukee journal, Aug. 28, 1951, p. 7. © 28Aug51; KK65336.

Sure it's a fine company, and I'm one of the owners. (Investments) Sheet from the Milwaukee journal, Oct. 9, 1951, p. 12. © 9Oct51; KK67903.

Thanks to my investments, I saved enough money to take this trip. Sheet from the Milwaukee journal, Nov. 6, 1951, p. 14. © 6Nov51; KK67907.

This dividend will pay our utility bill. (Investments) Sheet from Milwaukee journal, Aug. 21, 1951, p. 12. © 21Aug51; KK65337.

Yes, son, my investments will make your future secure. Sheet from the Milwaukee journal, Sept. 11, 1951, p. 12. © 11Sep51; KK67900.

Yes, you might say I'm one of the partners. (Investments) Sheet from Milwaukee journal, July 24, 1951, p. 8. © 24Jul51; KK65334.

You'll go to college, son, thanks to my investments. Sheet from Milwaukee journal, Aug. 7, 1951, p. 10. © 7Aug51; KK65333.

LOGAN COMPANY ©.
Logan conveyors; engineering data book. 206 p. © 1Jul51; KK64049.

LONG, H. A., d.b.a. Barq's Bottling Company. SEE Barq's Bottling Company.

LONG, THOMAS J. ©.
American Greeting Card Club insures your memory. We remember when you forget birthdays, anniversaries, special occasions. Folder. © 24Oct51; KK67591.

LONG (W. E.) COMPANY.
America's Holsum bakers bring you a better bread now, today. Sheet. © The W. E. Long Co.; 8Apr51; KK63996.

Be Holsum, look Holsum, buy Holsum [bread] Sheet. © The W. E. Long Co.; 24Aug51; KK65847.

Be Holsum, look Holsum, buy Holsum [bread] Find out today ... Sheet from the Shreveport times, Shreveport, La., Sept. 18, 1951, p. 7. © The W. E. Long Co.; 18Sep51; KK65848.

Flavor that sings. Delicious. Buy Holsum [bread] Sheet. © The W. E. Long Co.; 8Jun51; KK65845.

New, plastic wrapper. New flavor, better baked. Buy Holsum [bread] Sheet from the Shreveport times, Shreveport, La., Apr. 19, 1951, p. 4. © The W. E. Long Co.; 19Apr51; KK65844.

Wish for flavor and here it is. Buy Holsum [bread] Sheet. © The W. E. Long Co.; 14Jun51; KK65846.

LORCH, Albert, t.a. Albright Company. SEE Albright Company.

LORR LABORATORIES ©.

You love life, you love love, you reflect it in your romantic hand. Dura-Gloss nail polish. Sheet from McCall's, Apr. 1951, p. 131. © 23Mar51; KK65085.

LOS ANGELES SOAP COMPANY ©.

Scotch Cleanser, foam action. Scours with suds. Foams grease away. Label. © 15Oct51; KK67417.

LOWE (JOE) CORPORATION ©.

Cherry flavored Sidewalk Sundae. Poster. © 10Aug51; KK66573.

Enjoy a Creamy-Good. (Frozen confections) Poster. © 27Aug51; KK66576.

Get this cowboy boot ring. On the Chisholm Trail. Popsicle, Fudgsicle, Creamsicle ... (Frozen confections) Sheet. © 17Jun51; KK64305.

Hurry, kids, don't delay. Send for your cowboy boot ring today. Popsicle, Fudgsicle, Creamsicle ... (Frozen confections) Sheet. © 8Jul51; KK64306.

Kids, get this swell good luck Skull ring. (Frozen confections) Poster. © 27Aug51; KK66575.

Kids, you won't believe your eyes, this cowboy boot ring's a real surprise. Popsicle, Fudgsicle, Creamsicle ... (Frozen confections) Sheet. © 27May51; KK64308.

New! Ban-o-nuts; banana flavored donuts. Poster. © 19Sep51; KK66574.

Real cherries in vanilla ice cream. Poster. © 10Aug51; KK66572.

Real cherries in vanilla ice cream. Save the bags; swell gifts. Poster. © 3Jul51; KK66577.

Sidewalk Sundae; cherry flavored. Poster. © 10Aug51; KK66578.

They're going fast, the supply can't last. Send for your 6 in 1 cowboy boot ring today. Popsicle, Fudgsicle, Creamsicle ... (Frozen confections) Sheet. © 22Jul51; KK64307.

They're new and sales-exciting, the tropical taste-tempters, Ban-o-nuts. (Doughnuts) Sheet from Bakers' helper, Sept. 15, 1951, p. 9. © 15Sep51; KK66571.

LOWNEY (WALTER M.) COMPANY.

Lowney's party package. (Candy) Label. © Daggett Chocolate Co., d.b.a. Walter M. Lowney Co.; 15Jul51; KK64968.

LOY, Percy W., and Robert Wong, d.b.a. Kubla Khan Food Company. SEE Kubla Khan Food Company.

LUBIN-WEEKER COMPANY, INC. ©.

Now, on the way to you, your Weldon salesman ... Weldon pajamas. Sheet from Daily news record, New York, May 10, 1951, p. 15. © 10May51; KK64432.

LUCKOFF, WAYBURN AND FRANKEL, INC. ©.

Luckoff, Wayburn & Frankel, inc. De luxe jewelry ad-mat service.

Sept. 1951. 13 p. © 27Aug51; KK65053.

Oct. 1951. 20 p. © 27Sep51; KK66291.

Nov. 1951. 22 p. © 23Oct51; KK67122.

LUCKY CIRCLE PRODUCTS COMPANY ©.

Your circle of good luck. [Cornucopia] (Novelties) Label. © 1Jun51; KK64004.

Your circle of good luck. [Lamp] (Novelties) Label. © 1Jun51; KK64005.

LUCKY STRIDE SHOES, INC. ©.

Blame Thel, if there's a ringing in your ears. Lucky Stride, Fashion-Show flats. (Shoes) Folder. © 5Sep51; KK65873.

Fashion show flats. Famous models named them the best-dressed flats in America. (Shoes) Pamphlet. © 15Apr51; KK64708.

Fashion-show flats, chosen as their shoes by America's most famous models. Pamphlet. © 24Oct50 (in notice: 1951); KK64707.

Glad you asked about them. Lucky Stride, Fashion-Show flats. (Shoes) Folder. © 5Sep51; KK65875.

If the shoe fits, it's a Lucky Stride. Big or small, fit for all. Fashion-Show flats. Folder. © 5Sep51; KK65876.

Lucky Stride fashion-show flats, styled by Edith Henry. (Shoes) Label. © 1Aug51; KK65416.

You've a date with Harriette. Lucky Stride, Fashion-Show flats. (Shoes) Folder. © 5Sep51; KK65874.

LUKENS STEEL COMPANY ©.

Benefits of clad design in pulp and paper mill equipment. Folder. © 29Aug51; KK64890.

Clad steel heads; nickel-clad steel, stainless-clad steels ... Price list. Lukens. 24 p. © 21Nov51; KK68542.

In the laboratory it was easy, but production was the problem. Here's how it was solved. Improved machinery ... Folder. © 22Oct51; KK66991.

Price differentials for Lukens Clad steels. Nickel-Clad, Stainless-Clad, Iconel-Clad, Monel-Clad. August, 1951. 24 p. © 24Oct51; KK66990.

Want to reduce that burden? This manufacturer did ... Lukenweld. (Drier rolls) Folder. © 12Dec51; KK68541.

LUXURY PRODUCTS COMPANY.

Luxury; silicone car polish and cleaner. Label. © Luxury Products Co., a co-partnership consisting of Erman L. Shawgo and Betty L. Shawgo; 19Nov51; KK67994.

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Piranha. (Fishing tackle) Sheet. © 1Sep51; KK65346.

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MCCONNEY, Norman, Clayton P. Bates and William H. Jones, d.b.a. K and K of Hollywood. SEE K and K of Hollywood.

MCCORMICK AND COMPANY, INC. ©.

Banquet mayonnaise. One gallon. Label. © 30Apr51; KK65783.

Banquet pure prepared mustard, brown. One gallon. Label. © 8Dec49; KK65782.

Banquet pure prepared mustard with horseradish. One gallon. Label. © 8Dec49; KK65785.

Banquet pure prepared mustard, yellow. One gallon. Label. © 11May51; KK65786.

Banquet salad dressing. One gallon. Label. © 30Oct50; KK65784.

Hy-Gro, a soluble plant food and starter solution. Label. © 16Aug51; KK64724.

McCormick chili powder. Label. © 23Jun51; KK65628.

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McCormick cream of tartar. Label. © 1Jun51; KK65627.

McCormick curry powder. Label. © 24Sep51; KK66443.

McCormick ground allspice. Label. © 8Oct51; KK66293.

McCormick ground black pepper. The genuine Bee brand. Label. © 27Jul51; KK64452.

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McCormick poultry seasoning. Label. © 21Sep51; KK66441.

McCormick powdered thyme. Label. © 12Jul51; KK65629.

McCormick pumpkin pie spice. Label. © 8Oct51; KK66294.

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MCCREARY, WILLIAM E. ©.

The Vac Viper Kit. (Snake bite suction kit) Label. © 1Jul51; KK64438.

MCGOWN (PEARL K.) INC. ©.

Dear HooKrafTsman: (Hooking details in hooked rug patterns) Sheets.

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June 15, 1951. © 15Jun51; KK63380.

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Gas gives us hot water ... Scotch Knight. Electricity gives us ... Toastmaster Commander. (Hot water heaters) Sheet from Plumbing & heating journal, Aug. 1951, p. 82-83. © 2Aug51; KK65433.

Gas heats water so quickly with our high-recovery Scotch Knight. Electricity costs less than you think with our lower priced Commander. Sheet from Plumbing & heating journal, Sept. 1951, p. 40-41. © 1Sep51; KK66383.

97 o/o of Toastmaster [automatic electric] water heater owners say, no service required. Sheet from Electrical merchandising, Aug. 1951, p. 135. © 2Aug51; KK65431.

Only 9 ¢ a day. Toastmaster automatic electric water heater. Sheet from Electrical merchandising, Sept. 1951, p. 57. © 1Sep51; KK65432.

MCGRAW ELECTRIC COMPANY. Toastmaster Products Division ©.

From this day forward. Toastmaster automatic pop-up toaster. Sheet from the Bride's magazine, Autumn 1951, p. 64. © 15Aug51; KK64762.

Goodness you learn to take for granted. Toastmaster. (Toaster) Sheet from McCall's, Oct. 1951, p. 84. © 21Sep51; KK68084.

Hot rolls make warm friends. Toastmaster roll and food warmers. Sheet from Hotel management, Aug. 1951, p. 26. © 10Aug51; KK64765.

It pays to put the Toastmaster toaster ... Sheet from the Modern hospital, July 1951, p. 117. © 2Jul51; KK63622.

Keeps food hot and oven-fresh for hours, in large and small hospitals alike. Toastmaster roll and food warmers. Sheet from Modern hospitals, Sept. 1951, p. 115. © 1Sep51; KK66382.

Light of your retailing life. Toastmaster. (Toaster) Sheet from Electrical merchandising, Nov. 1951, p. 19. © 1Nov51; KK68082.

Makes perfect toast every time. Toastmaster toasters. Sheet from Restaurant management, July 1951, p. 15. © 6Jul51; KK63840.

Only Toastmaster gives you the savings of the Add-a-unit plan. Toastmaster automatic pop-up toasters. Sheet from Institutions magazine, Aug. 1951, p. 94. © 3Aug51; KK64761.

Table talk in the trade. Toastmaster automatic pop-up toaster. Sheet from Electrical merchandising, Aug. 1951, p. 25. © 2Aug51; KK64766.

Toastmaster products for food that will please your customers. (Toasters, food warmers, etc.) Folder. © 25Sep51; KK68480.

Toastmaster roll and food warmers. Sheet from Restaurant equipment dealer, June 1951, p. 52-53. © 25May51; KK63620.

Toastmaster roll and food warmers help earn the name "miracle restaurant" for Van de Kamp's ... Sheet from Food service news, Nov. 1951, p. 38-39. © 1Nov51; KK68080.

Toastmaster roll and food warmers help Hugh Grey Hosiery Mill ... Sheets from American restaurant magazine, July 1951, p. 64-65. © 10Jul51; KK64763.

Toastmaster roll and food warmers help Hugh Grey Hosiery Mill ... Sheets from Restaurant equipment dealer, Aug. 1951, p. 10-11. © 25Jul51; KK64764.

Toastmaster roll and food warmers speed service. Sheet from Institutions magazine, July 1951, p. 100. © 5Jul51; KK63621.

Toastmaster roll and food warmers speed service for Dewey's. Sheet from American restaurant, Nov. 1951, p. 56-57. © 10Nov51; KK68083.

Toastmaster toasters help Winfield Drug Stores, inc. Sheet from Restaurant equipment dealer, Oct. 1951, p. 44-45. © 24Sep51; KK68085.

Toastmaster toasters help Winfield Drug Stores, inc. serve 4000 people per day. Sheet from American restaurant magazine, Sept. 1951, p. 56-57. © 8Sep51; KK66381.

Toasts more than 16 slices per minute. Toastmaster. Sheet from Institutions, Oct. 1951, p. 124. © 13Sep51; KK68077.

Waffles are way up in profits. Toastmaster automatic waffle baker. Sheet from Institutions, Sept. 1951, p. 33. © 5Sep51; KK65434.

Waffles sell around the clock. Toastmaster. (Waffle baker) Sheet from Institutions, Nov. 1951, p. 32. © 13Oct51; KK68081.

Whatever your hospital's size, there's a Toastmaster toaster ... Sheet from Modern hospital, Nov. 1951, p. 115. © 1Nov51; KK68078.

You have a date with appreciation. Toastmaster. (Toaster) Sheet from the Saturday evening post, Nov. 3, 1951, p. 92. © 31Oct51; KK68079.

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Ultra-Mend. Necessary for dogs for prevention and correction of nutritional disorders. Label. © Frank W. McHugh & Associates, Frank W. McHugh, sole owner; 1Sep51; KK68442.

MCKAY COMPANY.

The welding of stainless steels. McKay stainless & alloy steel electrodes. 48 p. © The McKay Co.; 4Dec51 (in notice: 1952); KK68155.

MCKEE, A. W. ©.

Mac, the thrifty Scot. (Liquors) Sheet from the Amarillo daily news, Amarillo, Tex., p. 23. © 23Nov51; KK67937.

MCKESSON AND ROBBINS, INC. ©.

Always look for these famous names at your drug store. Vicks, Anahist, etc. Sheet from Life, Aug. 13, 1951, p. 7. © 10Aug51; KK65393.

First stop on a wonderful vacation, your drug store. Sheet from Life, June 18, 1951, p. 77. © 15Jun51; KK63888.

Fortify against winter. (Drugs and sundries) Sheet from Life, Nov. 19, 1951, p. 71. © 16Nov51; KK68453.

Imagine a medicine cabinet with 11,000 items. Your drug store. Sheet from Life, May 21, 1951, p. 71. © 18May51; KK63885.

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It's check-up time! (Drug store merchandise) Sheet from Life, Sept. 24, 1951, p. 107. © 21Sep51; KK68002.

Look at these figures. (Drug store merchandise) Sheet from Life, Sept. 10, 1951, p. 7. © 7Sep51; KK68003.

Make your Christmas shopping lighter and brighter. (Drugs and sundries) Sheet from Life, Dec. 3, 1951, p. 7. © 30Nov51; KK68455.

No high cost-of-living here. Your drug store. (Drug store merchandise) Sheet from Life, July 16, 1951, p. 81. © 13Jul51; KK65394.

These extras count in your favor. (Drugs and sundries) Sheet from Life, Nov. 5, 1951, p. 17. © 2Nov51; KK68454.

You have my word for it, nobody sells these products for less. (Drug store items) Sheet from Life, Oct. 8, 1951, p. 181. © 5Oct51; KK68005.

You pay no more at your drug store. Sheet from Life, July 2, 1951, p. 4. © 29Jun51; KK63886.

Your baby needs more than love. Kleenex tissues. (Drug store merchandise) Sheet from Life, July 30, 1951, p. 7. © 27Jul51; KK65392.

Your drug store has it first, if it's new and good for you. (Drug store merchandise) Sheet from Life, Aug. 27, 1951, p. 3. © 24Aug51; KK65391

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McKiernan-Terry pile hammers on the Chesapeake Bay Bridge project. Bulletin 62. Folder. © 21Aug51; KK64838.

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15¢ off on every 2 lb. can of McLaughlin's Manor House coffee. Sheet from the Milwaukee journal, Oct. 18, 1951, p. 26. © 18Oct51; KK66971.

Get Manor House, the man's coffee, and pour a smile for breakfast. McLaughlin's. Sheet from Chicago herald-American, Oct. 2, 1951, p. 9. © 2Oct51; KK65979.

If your husband is an alarm clock grouch, change to Manor House coffee and pour a smile for breakfast. Sheet. © 30Oct51; KK67109.

Pour a smile for breakfast. McLaughlin's Manor House coffee. Sheet from Chicago daily news, Sept. 25, 1951, p. 24. © 25Sep51; KK65838.

Say good morning with Manor House coffee. Sheet from Chicago herald American, Oct. 23, 1951, p. 11. © 23Oct51; KK66856.

When the weather man says cloudy and rainy today, pour a smile for breakfast. Manor House coffee. Sheet from Chicago herald-American, Oct. 9, 1951, p. 11. © 9Oct51; KK66376.

MCMAHON, LEO ANTHONY.

Who will be the lucky shopper? (Jewelry) Sheet. © L. A. McMahon; 15Feb51; KK63183.

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Macomber's apple juice. Label. © 15Sep51; KK66007.

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Magee keys to color harmony. Color is the keynote. (Carpets and rugs) Pamphlet. © The Magee Carpet Co.; 15Oct51; KK68612.

MAIDENFORM BRASSIERE COMPANY, INC. ©.
I dreamed I was a toreador in my Maidenform bra. Sheet from Mademoiselle, Mar. 1951. © 20Feb51; KK66799.

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The topcoat that's a raincoat too. Label. © 1Oct51; KK66524.

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An electric combination. Now, year-round kitchen cooking comfort. Majestic combination electric range. Sheet from Successful farming, Mar. 1951, p. 91. © 25Feb51 (in notice: 1950); KK64958.

Imagine, a thrilling new electric range that also burns coal. One Majestic two-fuel range ... Sheet from Wisconsin agriculturist & farmer, Sept. 15, 1951, p. 16. © 15Sep51; KK66661.

MAKE IT SNOW, INC. ©.
Spray your own tree for a white Christmas. Make It Snow. (Artificial snow spray) Label. © 4Sep51; KK66599.

MALCO PUBLISHING COMPANY ©.
Our special pay after you earn plan. (Circular order form or contract; book) Sheet. © 17Aug51; KK64657.

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Again and again and again. Cellothyl. (Pharmaceutical) Folder. © The Maltine Co. Chilcott Laboratories Div.; 7Sep51; KK65371.

Differential diagnosis. Is it love or is it constipation? (Pharmaceutical) Folder. © Chilcott Laboratories, Division of The Maltine Co.; 12Sep51; KK65410.

Dispel the shadow of a doubt. Proloid. (Pharmaceutical) Sheet. © Chilcott Laboratories, Division of The Maltine Co.; 12Sep51; KK65409.

First aid for the ailing bowel. Cellothyl. Folder. © The Maltine Co. Chilcott Laboratories Division; 7May51; KK63672.

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The literature says yes ... for your convenience in initiating constipation ... Cellothyl. Folder. © The Maltine Co. Chilcott Laboratories Division; 20Sep51; KK65701.

The literature says yes ... If you would like a pad for office use ... Cellothyl. (Pharmaceutical) Folder. © The Maltine Co. Chilcott Laboratories Division; 20Sep51; KK65703.

The literature says yes ... If you would like samples of Cellothyl ... (Pharmaceutical) Folder. © The Maltine Co. Chilcott Laboratories Division; 20Sep51; KK65702.

Metabolic lie detector. Proloid. (Pharmaceutical) Sheet. © The Maltine Co. Chilcott Laboratories Div.; 7Sep51; KK65372.

New Atralose. (Pharmaceutical) Folder. © 4Sep51; KK65082.

New symptomatic therapy for angina pectoris. Peritrate. (Pharmaceuticals) 8 p. © 27Sep51; KK65980.

Prominent in obesity is the physiological factor of thyroid function. Proloid. (Pharmaceutical) Folder. © Chilcott Laboratories, Division of The Maltine Co.; 24Sep51; KK65933.

Thyroid in therapeutics. Proloid. (Pharmaceutical) Folder. © Chilcott Laboratories, Division of The Maltine Co.
1. Early concepts of the thyroid function. © 12Oct51; KK66594.
2. The quest for the thyroid principle. © 12Oct51; KK66595.

Weird ideas of what is normal ... Cellothyl. (Pharmaceutical) Folder. © Chilcott Laboratories, Division of The Maltine Co.; 19Jul51; KK63998.

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Floral spray; hand painted floral design. Lady Hampshire. (Hosiery) Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & N. G. Stone; 4Sep51; KK65504.

Lady Hampshire permanent monogram hosiery. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & N. G. Stone; 15Oct51; KK67207.

Sheer 51-gauge nylons that are insured against runs. Ironwear. Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone & S. Z. Gordon; 9Jan51; KK67546.

Wildflower; hand-painted floral design by Lady Hampshire. (Hosiery) Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, S. Z. Gordon & N. G. Stone; 4Sep51; KK65503.

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Mancini spaghetti sauce. Label. © 18Sep51; KK68337.

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Nu-Fashion Paradise colors for her majesty, the American woman. (Flat wall paint) 7 sheets. © 27Sep51; KK67316.

MANHATTAN SHIRT COMPANY ©.
Be seen in the finest set. Manhattan. (Shirts) Sheet from True magazine, June 1951, p. 3 of cover. © 25May51; KK65007.

Best brand in any roundup. Manhattan. (Men's shirts) Sheet from the Saturday evening post, Oct. 27, 1951, p. 125. © The Manhattan Shirt Co.; 24Oct51; KK68163.

Best seat on the bench. Manhattan. (Men's underwear) Sheet from True magazine, May 1951, p. 53. © 25Apr51; KK65004.

For golf clubs, Indian clubs or social clubs. Manhattan. (Shirts) Sheet from True magazine, Apr. 1951, p. 63. © 23Mar51; KK65006.

Give him a gift this Valentine's Day. Manhattan. (Shirts) Sheet from the Saturday evening post, Feb. 3, 1951, p. 2 of cover. © 31Jan51; KK65008.

How to travel first class. Manhattan. (Men's shirts) Sheet from True magazine, Sept. 1951, p. 3 of cover. © The Manhattan Shirt Co.; 24Aug51; KK68168.

See yourself in print. Manhattan. (Men's shirts) Sheet from the Saturday evening post, May 5, 1951, p. 106. © 2May51; KK65011.

Stars in stripes, and solid hits today. Manhattan. (Men's shirts) Sheet from Time, Oct. 22, 1951, p. 40. © The Manhattan Shirt Co.; 18Oct51; KK68167.

Summer feature, with plenty of box office. Manhattan. (Shirts) Sheet from the Saturday evening post, June 2, 1951, p. 15. © 30May51; KK65010.

This story begins with the end. Manhattan. (Shirts) Sheet from the Saturday evening post, Mar. 10, 1951, p. 95. © 7Mar51; KK65009.

Three to get ready. Manhattan. (Men's shirts) Sheet from True magazine, Oct. 1951, p. 3 of cover. © The Manhattan Shirt Co.; 25Sep51; KK68165.

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We took a tip from an engineer. Manhattan. (Men's shirts) Sheet from Life, Nov. 5, 1951, p. 163. © The Manhattan Shirt Co.; 2Nov51; KK68164.

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Compare both types ... Veelink, the adjustable v-belt. Folder. © 30Jul51; KK64569.

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Here's a dream come true for your kitchen. Sub-Zero Ten-ten. (Refrigerators) Folder. © 10Aug51; KK65449.

Try this pattern on your floor. Sub-Zero. (Freezers) Folder. © 17Aug51; KK65447.

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You'll live better for less. Sub-Zero. (Freezers) Folder. © 13Aug51; KK65448.

MANLEY, INC. ©.
Don't let old equipment rob you of popcorn profits. Manley. (Popcorn machines) Sheet from Motion picture herald, Oct. 7, 1950, p. 3 of cover. © 7Oct50; KK66468.

Make this the most profitable spot in your store. Manley Aristocrat popcorn machine. Sheet from Fountain service, Mar. 1951, p. 23. © 10Mar51; KK63446.

Manley Aristocrat beats warmer 2-to-1. (Popcorn machines) Sheet from Boxoffice, July 7, 1951, p. 32. © 7Jul51; KK64994.

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Manley seasoning system makes no mistakes. Manley Aristocrat popcorn machine. Sheet from Boxoffice, May 5, 1951, p. 32. © 5May51; KK63447.

$60.00 a week from Manley popcorn. (Popcorn machines) Sheet from American druggist, Oct. 1950, p. 177. © 10Oct50; KK66467.

Traffic in people means profit in popcorn. Manley Aristocrat popcorn machine. Sheet from Fountain service, Aug. 1950. © 1Aug50; KK67600.

MANSFIELD SHOES.

Ace-high on the campus. Mansfield. (Shoes) Sheet from True, Mar. 1951, p. 15. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 23Feb51; KK64769.

Be casual; it becomes your feet. Mansfield. (Shoes) Sheet from True, Apr. 1951, p. 22. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 23Mar51; KK64770.

Give your feet the smart, cool runaround. Mansfield. (Shoes) Sheet from Collier's, June 16, 1951. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 8Jun51; KK64772.

Guess where this handsome Scotch grain came from? Mansfield. (Shoes) Sheet from Collier's, Sept. 15, 1951, p. 63. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 7Sep51; KK66919.

New jogs for jaunty togs. Mansfield. (Shoes) Sheet from Collier's, Sept. 1, 1951, p. 49. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 24Aug51; KK66920.

Slip 'em on and slip into cool comfort. Mansfield. (Shoes) Sheet from True, May 1951, p. 15. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 25Apr51; KK64771.

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Reference manual of washing machine parts and supplies. 808 p. © 20Nov51; KK68662.

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Deepfreeze does it again with a complete new line of ... Deepfreeze home freezers. Sheets from Electrical merchandising, Sept. 1951, p. 53-56. © 1Sep51; KK65429.

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A real sleeper. Spencer's baby undies. Sheet from Chain store age, Oct. 1951, p. 112. © 7Oct51; KK66914.

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Sweeten up your fall sales with Spencer's ... (Children's underwear) Sheet from Chain store age, June 1951, p. 84. © 7Jun51; KK63671.

Swingin' through summer in Spencer's. (Underwear) Sheet from True story magazine, Aug. 1951, p. 24. © 10Jul51; KK64856.

We've learned to love Spencer's. Spencer's baby undies are comfortable. (Children's underwear) Sheet from True story, Sept. 1951, p. 112. © 10Aug51; KK65760.

MOUNT ROSE CANNING COMPANY ©.

Mount Rose hand packed tomatoes. Contents 6 lbs. 6 ozs. Label. © 6Aug51; KK65428.

MOVADO WATCH AGENCY, INC.

The most desired watch of all. Movado. Sheet from Vogue, Oct. 1, 1951, p. 195. © The Movado Watch Agency, inc.; 1Oct51; KK65999.

New self-winding 331. Dramatically thin, automatically Movado. (Watches) Sheet from Life, Oct. 15, 1951, p. 120. © The Movado Watch Agency, inc.; 12Oct51; KK66836.

MUELLER (C. F.) COMPANY ©.

Mueller's Rib-a-Roni. (Alimentary paste product) Label. © 14Aug51; KK64529.

Mueller's Rib-A-Roni. (Alimentary paste product) Label. © 14Aug51; KK65455.

MUELLER COMPANY ©.

Mueller Co. invites you to a comprehensive demonstration of items and methods for the safe handling of gas under pressure. (Gas products and equipment) Folder. © 16May51; KK64661.

MUENCH-KREUZER CANDLE COMPANY, INC. ©.

Year round gift and party candles. Emkay. Catalog 81. 51 p. © 10Jul51; KK63603.

MULLINS MANUFACTURING CORPORATION.

Check your kitchen. Youngstown. (Steel kitchens) Sheet from Farm & ranch, southern agriculturalist, Aug. 1951, p. 3 of cover. © Mullins Manufacturing Co. (in notice: Mullins Manufacturing Corp.); 30Jul51; KK64589.

Look inside. See amazing Jet-Tower dishwashing. Youngstown. (Steel kitchens) Sheet from Ladies' home journal, Nov. 1951. © 27Oct51; KK66335.

This kitchen luxury can really be yours. (Steel kitchens) Sheet from Coronet, June 1951, p. 126. © 31May51; KK63331.

MULTI-FACET COMPANY.

Lovelier than she ever dreamed. Multi-Facet. (Diamond rings) Sheet from the Saturday evening post, Nov. 17, 1951, p. 87. © The Multi-Facet Co.; 14Nov51; KK67913.

MULTISTAMP COMPANY, INC.

Attractively packaged, all Multistamp products. (Hand stamp duplicators and supplies) Sheet. © The Multistamp Co., inc.; 15Aug51; KK64962.

Multistamp stencil duplicator; U. S. Government price list. 8 p. © The Multistamp Co., inc.; 26Jul51; KK65059.

MUMPHREY, DOMINICK S. ©.

Mumphrey's Italian mixed spices, self seasoning. 10 ¢. Label. © 14Aug51; KK65755.

MUNDET CORK CORPORATION ©.

Mundet custom molded 85 o/o magnesia heat insulation. 11 p. © 25Jun51; KK63656.

MUNDORFF, HARRY A. ©.

Buy by the case for your home, the most economical & convenient way. Mundorff Beverage Co., inc. Sheet. © 15Jun51; KK63491.

MUNSINGWEAR, INC. ©.

Non-sag neckband. It's nylon reinforced. (T-shirts) Label. © 1Mar51; KK64477.

MUSSELMAN (C. H.) COMPANY.

Important apple pie news. Musselman's sliced apples. Sheet from Bakers' helper, Nov. 10, 1951, p. 11. © The C. H. Musselman Co.; 10Nov51; KK67835.

Tzwae-g'sichtich. Pennsylvania Dutch expression meaning two-faced. Musselman's. (Apple sauce) Sheet from the Evening bulletin, Oct. 25, 1951, p. 35. © The C. H. Musselman Co.; 25Oct51; KK66862.

MUTUAL APPLE GROWERS, INC. ©.

Magi Washington state apples. Contents one volume bushel. Label. © 5Sep51; KK67418.

MUTUAL CITRUS PRODUCTS COMPANY ©.

M.C.P. California pure lemon juice recipes. Folder. © 11Jun51; KK63459.

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NAEGELE ADVERTISING COMPANY, INC.

International Harvester farm equipment. Poster. © Naegele Advertising Co., inc. (in notice: Naegele); 15Sep51; KK68309.

NAFTONE, INC. ©.

Oronite naphthenate driers. (Paint driers) 10 p. © 1Jul51; KK65360.

NALE AND CURRY, INC. ©.

Burnofuge for treatment of burns. (Pharmaceutical) Label. © 1Aug51; KK65366.

NAPIER COMPANY.

Garden of Gold, by Napier. This shows how to arrange your Garden of Gold jewelry on the display pad. Sheet. © The Napier Co.; 22Oct51; KK66838.

NASH COFFEE COMPANY.

Nash's coffee, regular grind. Net weight, 1 pound. Label. © Nash-Finch Co., d.b.a. Nash Coffee Co.; 28Sep51 (in notice: 1950); KK67588.

NASH-FINCH Company, d.b.a. Nash Coffee Company. SEE Nash Coffee Company.

NATHANSON, Anna M., d.b.a. Vanex of California. SEE Vanex of California.

NATIONAL AIRLINES, INC. ©.

This winter to Florida. You can sell twice as many seats on the famed Star. (Air transportation) Sheet. © 10Nov50; KK66139.

NATIONAL ASSOCIATION OF ICE INDUSTRIES ©.

Why was I born? by Paul Dunn. (Crushed ice) Sheet from the Saturday evening post, July 21, 1951, p. 108. © 21Jul51; KK63909.

Sheet from the Saturday evening post, Aug. 18, 1951, p. 114. © 18Aug51; KK64960.

Why was I born? by Paul Dunn. (Ice) Sheet from Collier's, July 14, 1951, p. 69. © 14Jul51; KK63764.

NATIONAL AUTOMATIC TOOL COMPANY, INC. ©.

Success story. Natco. (Drilling machines) Folder. © 18Jul51; KK64015.

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Sealtest cottage cheese. Devon style. [Cross-hatch and brown background] Label. © 15Jan51; KK63949.

Sealtest cottage cheese. Garden salad. [Cross-hatch and green background] Label. © 15Jan51; KK63948.

Sealtest Cream Crest milk. Pasteurized, grade A, homogenized. (Green cross-hatch background) Label. © 10Apr51; KK66149.

Sealtest creamed cottage cheese. [Cross-hatch and blue background] Label. © 15Jan51; KK63950.

NATIONAL DISTILLERS PRODUCTS CORPORATION ©.

Pleasant moments in sports, by Bob Considine. PM. (Whiskey)

Barney Oldfield. Sheet from Life, June 4, 1951, p. 70. © 1Jun51; KK63180.

Edward "Rube" Waddell. Sheet from Life, Aug. 27, 1951, p. 49. © 24Aug51; KK65445.

For your pleasant moments ask for PM tonight. Sheet from Life, July 9, 1951, p. 60. © 6Jul51; KK63843.

John L. Sullivan. Sheet from Life, Aug. 13, 1951, p. 3 of cover. © 10Aug51; KK65012.

Red Grange. Sheet from Life, Nov. 19, 1951, p. 171. © 16Nov51; KK68169.

Seabiscuit. Sheet from Life, Oct. 29, 1951, p. 40. © 26Oct51; KK67222.

Tommy Hitchcock. Sheet from Life, Sept. 24, 1951, p. 164. © 21Sep51; KK66001.

Zane Grey. Sheet from Life, June 18, 1951, p. 121. © 15Jun51; KK63181.

Sign of a good host. Old Taylor. (Whiskey) Sheet from Life, Aug. 20, 1951, p. 120. © 17Aug51; KK68219.

NATIONAL DISTILLERS PRODUCTS CORPORATION. U. S. Industrial Chemicals Company Division ©.

Kill wicked Willie Weevil. Pyrenone; grain protectant. Poster. © 1Oct51; KK67177.

This is Wicked Willie Weevil. He steals your corn. Pyrenone grain protectant ... (Insecticide) Sheet from the Progressive farmer, Sept. 1951, p. 47. © 22Aug51; KK65067.

NATIONAL FOAM SYSTEM, INC. ©.

A new achievement in fire protection. National Aer-o-foam "99". (Fire extinguishing liquid) Folder. © 26Jul51; KK64076.

NATIONAL PAINT, VARNISH AND LACQUER ASSOCIATION, INC. ©.

Atom bomb? No, America without paint. (Paints, varnishes, etc.) Sheet from Better homes & gardens, Oct. 1, 1951, p. 289. © 1Oct51; KK68259.

Can you guess what they have in common? (Paints, varnishes, etc.) Sheet from Time, Oct. 29, 1951, p. 18. © 29Oct51; KK68255.

In your building you're always fighting water. (Paints, varnishes, lacquers, etc.) Sheet from Buildings, June 1951, p. 23. © 1Jun51; KK65719.

Keep your defense lines booming. Consult an industrial finishes specialist. (Paints, varnishes, etc.) Sheet from Products finishing, Sept. 1951, p. 60-61. © 1Sep51; KK68258.

Paint alone makes the difference. Paint also will protect. Sheet from Country gentleman, Sept. 1951, p. 71. © 1Sep51; KK65721.

Production line, or front line, it's the finish that counts. (Paints, varnishes, lacquers, etc.) Sheets from Products finishing, July 1951, p. 56-57. © 1Jul51; KK65716.

Speed for defense is the order of the day. (Paints, varnishes, lacquers, etc.) Sheets from Products finishing, Aug. 1951, p. 44-45. © 1Aug51; KK65717.

They'll dig in at the start, and be there at the finish. (Paints, varnishes, etc.) Sheet from Time, Sept. 3, 1951, p. 103. © 3Sep51; KK68256.

300,000,000 salesmen, calling on your customers, for you. (Paints, varnishes, etc.) © 1Sep51; KK68257.

To get over-all protection, make sure you start at the roof. (Paints, varnishes, etc.) Sheet from Hotel management, Oct. 1951, p. 80. © 1Oct51; KK68260.

Who's the other finishing school graduate? (Paints, varnishes, lacquers, etc.) Sheet from Time, June 11, 1951, p. 123. © 11Jun51; KK65718.

You can depend on this research team for a bright future in paint. (Paints, varnishes, lacquers, etc.) Sheet from Western paint review, Aug. 1951, p. 5. © 1Aug51; KK65720.

Your production line is a line of defense, too. (Paints, varnishes, lacquers, etc.) Sheets from Industrial finishing, June 1951, p. 38-39. © 18Jun51; KK65715.

NATIONAL PRESSURE COOKER COMPANY ©.

Cheaper cuts of meats become blue ribbon treats when cooked in a Presto cooker. Sheet from Good housekeeping, Sept. 1950, p. 166. © 20Aug50; KK67880.

Extra delicious, extra nutritious meals cooked 3 to 4 times faster ... Presto cooker. Sheet from American home, Oct. 1950, p. 81. © 25Sep50; KK67884.

Give the gift that gives doubly delicious, extra nutritious meals ... Presto cooker. Sheet from American weekly, Dec. 3, 1950, p. 33. © 3Dec50; KK67888.

I know you're going to give me a gift, so please make it a Presto cooker. (Pressure cookers) Sheet from Ladies' home journal, May 1951, p. 147. © 27Apr51; KK65941.

It's fun to cook the easy, quick Presto way. (Pressure cookers) Sheet from Modern bride, spring 1951, p. 169. © 15Jan51; KK67123.

It's fun to keep house the Presto way. (Pressure cookers, deep fat fryers, etc.) Sheet from Life, Apr. 30, 1951, p. 68. © 27Apr51; KK67886.

Look what I brought you for Christmas, save up to 1/2 ironing time. Presto Vapor-Steam iron. Sheet from Life, Nov. 27, 1950, p. 48. © 24Nov50; KK67885.

Look what wonders the Presto steam or dry iron is doing for homemakers everywhere. Sheet from McCall's, Mar. 1951, p. 76. © 23Feb51; KK67887.

Save up to 1/2 ironing time! It's the most amazing steam or dry iron ever invented. Presto Vapor-Steam iron. Sheet from Better homes & gardens, Sept. 1950, p. 194. © 25Aug50; KK67883.

Save up to 1/2 ironing time! Miracle Vapor-Steam makes all the difference in the world ... Presto. Sheet from Good housekeeping, Oct. 1950, p. 203. © 20Sep50; KK67879.

To dad and the children: If you must know, I'd rather have a Presto cooker. Sheet from Better homes & gardens, Apr. 1951, p. 270. © 24Mar51; KK67882.

Worried about the high cost of eating? Here's how to save money on your food bills. Presto cooker. Sheet from Parents' magazine, Mar. 1951, p. 82. © 25Feb51; KK67881.

NATIONAL RETAIL HARDWARE ASSOCIATION ©.

Cool tips for hot weather. Irha, Independent Retail Hardwaremen of America. Sheet from the Progressive farmer, July 1951, p. 30. © 15Jul51; KK67425.

9 out of 10 prefer to trade with the independent hardware store. (Hardware) Sheet. © 25Feb51; KK64373.

Your hardwareman has gifts of distinction, for every occasion. Sheet from Saturday evening post, May 19, 1951, p. 165. © 19May51; KK65658.

NATIONAL SALES TRAINING INSTITUTE, INC. ©.

N.S.T.I., your key to better salesmanship. (Home study course) Folder. © 4Jun51; KK64506.

NATIONAL STARCH PRODUCTS, INC. ©.

Glue for toasted labels. National starches, adhesives. (Glue) Sheet from Business week, Aug. 25, 1951, p. 58. © 25Aug51; KK65668.

Glue that cushions the bumps. National. (Adhesives) Sheet from Business week, July 14, 1951, p. 45. © 14Jul51; KK64108.

Glue that says stop. National starches, adhesives. Sheet from Time, Nov. 12, 1951, p. 54. © 12Nov51; KK68171.

Glue with red hot speed. National starches, adhesives. (Glue) Sheet from Business week, Sept. 15, 1951, p. 113. © 15Sep51; KK65669.

Light soaping is enough to rinse printing thickener out completely. (Starches) Sheet from American dyestuff reporter, Sept. 17, 1951, p. 23. © 17Sep51; KK68425.

Save $250°° a carload! Dura-Bond, a new chemically treated starch ... Sheet from Fibre containers, July 1951, p. 19. © 30Jul51; KK67959.

Starch for the printed word. National. Sheet from Business week, Aug. 4, 1951, p. 93. © 4Aug51; KK64617.

NATIONAL SUPPLY COMPANY.

Dependable marine power. Atlas Imperial Diesel engines. © The National Supply Co.

Bull. no. 5106. 7 p. © 11Sep51; KK66405.

Bull. no. 5107. 7 p. © 11Sep51; KK66406.

Bull. no. 5108. 7 p. © 11Sep51; KK66407.

Bull. no. 5109. 7 p. © 11Sep51; KK66408.

Bull. no. 5110. 7 p. © 11Sep51; KK66409.

Ideal consolidated rig type 75-CA. Bulletin no. 372. (Oil well equipment) 11 p. © The National Supply Co.; 14Mar51; KK65631.

National's new Type E tubing head. Bulletin no. 374. Folder. © The National Supply Co.; 14Mar51; KK65632.

NATIONAL WELDING EQUIPMENT COMPANY ©.

You don't need an egg beater to mix gases. National. (Welding equipment) Pamphlet. © 22Aug51; KK65210.

NEHI CORPORATION ©.

Royal Crown, RC cola. (Soft drink) Label. © 16Jul51; KK64957.

NEIMAN-MARCUS COMPANY ©.

Advance showing. (Fur coats) Sheet. © 22Jul51; KK64059.

Alaska sealskin. (Furs) Sheet. © 5Sep51; KK65558.

And she only comes to about here. (Furs) Sheet. © 19Dec51; KK68676.

The best news in years. (Skunk stole) Sheet from the Dallas morning news, May 25, 1951, p. 16. © 25May51; KK63663.

The big college fur; river beige raccoon. Sheet. © 5Aug51; KK64568.

The black fur; it's news. Sheet from the Daily times herald, Dallas, Oct. 14, 1951, p. 24. © 14Oct51; KK66695.

Blonde dyed muskrat 375.00. (Coats) Sheet. © 25Oct51; KK67162.

Boutique furs. French palmistry. The new way to pretty your skin. Sheet. © 9Sep51; KK65880.

Cherchez la femme. (Furs) Sheet. © 26Aug51; KK65556.

Christmas quiz for married men. (Furs) Sheet. © 16Dec51; KK68674.

Definitely the fair-haired fur. Wedding diamonds. Sheet. © 16Sep51; KK65882.

The eminent fashion of the full-length mink coat. Sheet. © 19Aug51; KK65251.

An entirely new mink fashion. Exquisite royal pastel mink [stole] Sheet from the Dallas morning news, June 24, 1951, p. 2. © 24Jun51; KK63688.

An exceptional purchase of black Persian lamb for the petite woman. Sheet. © 27Nov51; KK68451.

Fabulous minks in our collection. Arden's fall skin plan. The Timekeeper. Sheet. © 13Sep51; KK65881.

Famous blondes. In rabbit, in sheared racoon, in beaver, in nutria, in otter. (Furs) Sheet from the Dallas morning news, Nov. 6, 1951. © 6Nov51; KK67666.

Famous nutria collection. (Fur coats) Sheet. © 27Sep51; KK66119.

For a merrier Christmas, fur jackets under 700.00. Sheet. © 8Dec51; KK68467.

For the merriest Christmas, give her mink. Sheet. © 5Dec51; KK68483.

From our exposition collection of fabulous furs and jewels. Sheet. © 3Sep51; KK65559.

Fur from your chin to your hem. Sheet. © 18Oct51; KK66696.

If she wishes for the moon ... Cowl stole in royal pastel mink by Christian Dior. Sheet from the Dallas morning news, Nov. 25, 1951, p. 2. © 25Nov51; KK68450.

Mink. Gentlemen, what more can we say? Sheet. © 11Dec51; KK68673.

Mink stole 895.00. Sheet. © 31Oct51; KK67163.

A mink stole is impressive indeed, but oh that label. Sheet. © 7Dec51; KK68484.

N-M college beavers. (Fur coats) Sheet. © 12Aug51; KK64639.

N-M fur scarfs, 395.00, tax included. (Hudson Bay sables, American martens) Sheet. © 10Aug51; KK64642.

Neiman-Marcus nutria. (Argentina nutria, jacket, three-quarter length coat and full length coat) Sheet. © 1Aug51; KK64425.

Neiman-Marcus presents the 1951-52 fur collection. Sheet. © 15Aug51; KK65252.

New values in fine mink. Sheet. © 21Aug51; KK65339.

The new way of mink stoles ... Aleutian, heather, royal pastel. Sheet from the Dallas morning news, July 1, 1951, p. 2. © 1Jul51; KK63687.

News for summer travelers. (Fur coats) Sheet. © 13Jul51; KK64061.

News sketches of the arriving fall minks. (Fur coats) Sheet. © 26Jul51; KK64058.

1951-52 Neiman-Marcus college furs. Sheet. © 25Jul51; KK64060.

$1975.00. Neiman-Marcus point of view. (Mink furs) Sheet. © 18Sep51; KK65883.

Only a mink stole flatters small and tall alike. Sheet. © 11Nov51; KK67665.

Our famous 895.00 mink. Sheet. © 17Dec51; KK68675.

Presenting Palomino mink. (Furs) Sheet. © 5Sep51; KK65554.

Presenting river beige raccoon. (Fur coats and stole) Sheet from the Dallas morning news, May 27, 1951, p. 3. © 27May51; KK63661.

Preview of Dior. (Furs) Sheet. © 29Aug51; KK65557.

Preview of the fabulous world fashion show. (Furs) Sheet. © 26Aug51; KK65555.

River Beige raccoon. (Fur coats) Sheet. © 15Jul51; KK64057.

River beige raccoon. (Fur coats) Sheet. © 30Oct51; KK66296.

River Beige raccoon. (Furs) Sheet. © 6Oct51; KK66694.

Royal pastel mink. [Three-quarter length coat] Sheet. © 29Jul51; KK64264.

Silverblu mink, $895.00. Sheet. © 5Oct51; KK66295.

Special purchase sale of mink. (Furs) Sheet. © 12Aug51; KK64640.

Special purchase sale of mink. (Mink fur sale, assortment of stoles, capes, etc.) Sheet. © 8Aug51; KK64641.

This ad is for parents with graduating daughters. (Fur coats) Sheet from the Dallas morning news, May 23, 1951, p. 17. © 23May51; KK63662.

We like moleskin because ... [Three moleskin coats] Sheet from Dallas morning news, July 8, 1951, p. 2. © 8Jul51; KK63835.

What every man should know about N-M sables. Sheet. © 9Dec51; KK68468.

Which fur color is yours? Hudson seal-dyed muskrat. Pale, flaxen dyed sheared raccoon jacket. (Furs) Sheet. © 1Nov51; KK67667.

Why you should buy an N-M mink now. (Jacket) Sheet from the Dallas morning news, June 8, 1951, p. 14. © 8Jun51; KK63249.

NELMOR JEWELERS.

You are invited to become a member of the Nelmor Sterling Club. (Silverware) Sheet from House beautiful, Apr. 1951, p. 33. © Arthur Kimmel, d.b.a. Nelmor Jewelers; 23Mar51; KK63703.

You are invited to become a member of the Nelmor Sterling Club. (Silverware) Sheet from Redbook magazine, May 1951, p. 17. © Arthur Kimmel, d.b.a. Nelmor Jewelers; 27Apr51; KK63704.

NESTLE COMPANY, INC.

The Nesteenies for instant tea. Meet the Nesteenies. Nestle, Nestea. Sheet. © The Nestle Co., inc.; 19Jul51; KK63962.

Take Nestle's for instant enjoyment. Take Nestle's for instants. (Food products) Sheet from New Yorker, Oct.1951. © The Nestle Co., inc.; 27Oct51; KK67532.

NESTLE COMPANY, INC. Cont'd.

Take Nestle's for instants. Nestea, Nescafé. (Instant food products) Sheet from the New Yorker, Nov. 1951. © The Nestlé Co., inc.; 24Nov51; KK68272.

Take Nestle's for instants. Nestle's for instant enjoyment. (Food products) Sheet from New Yorker, Nov. 1951. © The Nestle Co., inc.; 10Nov51; KK67531.

NEUHAUSER HATCHERIES, INC. ©. Neuhauser broiler chicks. Folder. © 5Jul51; KK64873.

NEUHOFF BROTHERS, PACKERS ©. Neuhoff's preferred, try Smokies, they are delicious. (Pork sausage) Label. © 21May51; KK63513.

NEW CASTLE PRODUCTS ©. Dining room to study in 3 seconds flat. Just close the Modernfold door. Sheet from House beautiful, Oct. 1951, p. 109. © 19Sep51; KK66059.

Entire subdivision sold out in 6 weeks. Modernfold doors. Sheet from the Magazine of building, Mar. 1951, p. 56. © 10Mar51; KK67149.

Fabric products and accessory metal parts. Folder. © 1Aug51; KK64835.

Metropolitan Life selects Modernfold doors for Parkmerced and Parklabrea. Sheet from the Magazine of building, July 1951, p. 80. © 10Jul51; KK66466.

Showdown. We're laying all our cards on the table, right now. Modernfold. (Folding doors) Pamphlet. © 15Oct51; KK68254.

To save time and trouble, specify Modernfold doors. Sheet from Journal of the American Institute of Architects, Nov. 1951, p. 244. © 1Nov51; KK67366.

Twice as many rooms without adding a room. Modernfold doors. (Folding doors) Sheet from Church property administration, Sept.-Oct. 1951, p. 84. © 1Oct51; KK67279.

2 ways Modernfold doors make the most of mortuary space. (Folding doors) Sheet from American funeral director, June 1951, p. 69. © 12Jun51; KK63715.

You can build faster, sell faster, too, with Modernfold doors. Sheet from Practical builder, Aug. 1951, p. 74. © 1Aug51; KK64881.

NEW ENGLAND ART PUBLISHERS ©. For your money-making pleasure and success. The New England Art Publishers ... party plan for easy, pleasant profits. (Greeting cards, novelties) Folder. © 20Aug51; KK64722.

Increase your income with the party plan. (Sample outfit offer circular; greeting cards, novelties) Sheet. © 20Aug51; KK64651.

A $1.00 box of these 10 colorful plastic cookie cutouts, yours for only 40¢ ... (Greeting cards, novelties) Sheet. © 30Oct51; KK67038.

Organization plan. Now is the time to make more money. (Greeting cards, novelties) Folder. © 24Sep51; KK65994.

This 65¢ box of Sugar Plums, Christmas recipe notes, yours for only 25¢. (Greeting cards, novelties) Sheet. © 10Sep51; KK65927.

NEW ENGLAND CONFECTIONERY COMPANY ©. Necco fruit treats. (Candy) Label. © 3Nov50; KK68269.

NEW ENGLAND STUDIO. My New England Studio Indenti-Graph card. (Photographs) Card. © The New England Studio & Elaine L. Wainwright; 11Oct51; KK66960.

NEWCOMBE MEAD COMPANY, INC. ©. Capri; evaporated goat milk. Label. © 7Apr51; KK67997.

NEWSPAPER INSTITUTE OF AMERICA ©. How do you know you can't write? (Writing course) Sheet from the Saturday review of literature, May 19, 1951, p. 32. © 19May51; KK63698.

To people who want to write but can't get started. (Writing course) Sheet from Independent woman, May 1951, p. 143. © 1May51; KK63696.

What makes writing ability grow? (Writing course) Sheet from This week magazine, June 10, 1951, p. 43. © 10Jun51; KK63699.

Why can't you write? It's much simpler than you think. (Writing course) Sheet from the New York times, May 20, 1951, p. 24. © 20May51; KK63697.

NICHOLAS, Etta L., executrix for the estate of Richard E. Nicholas, d.b.a. Friendly Tip Company. SEE Friendly Tip Company.

NICHOLAS, Richard E., d.b.a. Friendly Tip Company. SEE Friendly Tip Company.

NICTOLIS, Macklin Pecci de. SEE De Nictolis, Macklin Pecci.

NIXON CAMERA AND PHOTO-SUPPLY COMPANY ©. The View-finder. (Photographic supplies) Folder. Summer 1951. © 10Aug51; KK65129.

NORCROSS, INC. ©. Golden Scepter, Norcross signature notes. Label. © 10Jan51; KK65764.

Ring the wedding bells, a Norcross picture package. (Gift wrapping paper) Label. © 17Jan51; KK65763.

Thank you, Norcross signature notes. [Rose design] Label. © 21Sep51; KK65765.

Thank you, Norcross signature notes. [Violet design] Label. © 25Apr51; KK65766.

NORDBERG MANUFACTURING COMPANY ©. Nordberg 4FS diesel power. P-1. (Engines) Folder. © 29May51; KK63999.

Nordberg rail drill bit sharpener attachment. Bulletin 192. Sheet. © 17Oct51; KK67860.

NOREX LABORATORIES, INC. Today end needless suffering from hurry-worry living. Amitone. (Antacid preparation) Sheet from Philadelphia evening bulletin, Apr. 12, 1951, p. 24. © Norex Laboratories, inc. (name changed from Drug Laboratories, inc.); 12Apr51; KK65155.

NORMA PENCIL CORPORATION ©. Norma Multikolor pencil. 4 colors in one quality pencil. Green, red, blue, black. Counter display. © 29Aug51; KK67129.

NORMAC PRINTING AND ENVELOPE CORPORATION ©. A complete picture story of your wedding. Folder. © 10May51; KK65057.

NORRIS, INC. ©. Chocolate pecans Penguins. Norris. Label. © 18Jul51; KK66061.

Norris exquisite candies. Label. The candy house. © 18Sep50; KK66158.

Little Red Riding Hood. © 18Sep50; KK66157.

Snow White and the seven dwarfs. © 18Sep50; KK66160.

The three bears and Goldilocks. © 18Sep50; KK66159.

NORRIS-THERMADOR CORPORATION ©. Porcelain-on-steel bathtubs and sinks. Norris-Thermador. Folder. © 15Nov51; KK68182.

NORTH AMERICAN BATTERY COMPANY ©. Nature and science combine to bring you ... Red Giant, the self-recuperating battery. Folder. © 30Jul51; KK65417.

NORTH PLATTE ADVERTISING COMPANY. Here's a service ... Colorado Real Estate Exchange. Sheet. © James Watson Kirkman, d.b.a. North Platte Advertising Co.; 2Oct51; KK66910.

Here's a service ... Missouri Real Estate Exchange. Sheet. © James Watson Kirkman, d.b.a. North Platte Advertising Co.; 2Oct51; KK66909.

NORTHAM WARREN CORPORATION ©. Careful! Use the deodorant with action-proof protection. Odo-ro-no. Sheet. © 19Oct51; KK67489.

NORTHERN PAPER MILLS ©. No foolin', it's snowy-soft, says Fluffy, the Northern cub. I wouldn't fool you ... Northern [toilet] tissue. Sheet from Successful farming, Sept. 1951, p. 96. © 20Aug51; KK66813.

People's choice for snowy-softness. Northern. Fluff. (Tissue) Sheet from Successful farming, July 1951, p. 83. © 18Jun51; KK65571.

NORTHWEST AIRLINES, INC. ©. Northwest Airlines fishing guide. Shakespeare Wonderods, Wondereels ... (Air transportation) Folder. © 15May51; KK66131.

NORTHWEST PACKING COMPANY ©. Oregon Trail Chuck Wagon style pork an' beans. Label. © 6Jun51; KK65297.

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OAKITE PRODUCTS, INC. ©.
Oakite filter-cleaning for railroads. Folder. © 4Apr51; KK64285.

O'BRIEN, Charles M., Sr., Russell M. O'Brien, May F. O'Brien and Betty O'Brien Walsh, composing the partnership, O'Brien's of San José. SEE O'Brien's of San José.

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O'BRIEN, Russell M., Charles M. O'Brien, Sr., May F. O'Brien and Betty O'Brien Walsh, composing the partnership, O'Brien's of San José. SEE O'Brien's of San José.

O'BRIEN'S OF SAN JOSE.
The Nibbler. (Candies) Label. © O'Brien's of San José, a ltd. partnership consisting of Charles M. O'Brien, sr. & Russell M. O'Brien, general partners, & May F. O'Brien & Betty O'Brien Walsh, ltd. partners; 13Nov51; KK68250.

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Ohio adjusting screws. Bulletin number 514. 8 p. © The Ohio Nut & Bolt Co.; 1Dec51; KK68187.

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Isn't it time you got this new feeling of confidence? Marathon Cat gasoline. Sheet from the Louisville times, June 28, 1951, p. 9. © The Ohio Oil Co.; 28Jun51; KK63649.

OHRBACH'S, INC. ©.
Any man can support a woman who shops at Ohrbach's. (Clothing) Sheet from the New York times, Sept. 16, 1951, p. 53. © 16Sep51; KK65493.

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This party will top them all. Come get the greatest values in all our 21 years. (Clothing) Sheet from the Sunday star-ledger, Newark, N. J., Sept. 23, 1951, p. 10-11. © 23Sep51; KK66089.

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Super sale value. Greatest gift offer in our entire history. Pearl-Wick. (Furniture and household items) © 3Aug51; KK68415.

O'KANE, THOMAS J. ©.
Kano products review. (Blended oils) Pamphlet. © 1Sep51; KK67199.

OLD DOMINION IRON AND STEEL CORPORATION ©.
One package - Old Dominion steam generators. Pamphlet. © 15Sep51; KK66554.

OLD READING BREWERY, INC.
The traditional favorite. Old Reading beer. Sheet from Reading eagle, Aug. 2, 1951, p. 28. © The Old Reading Brewery, inc.; 2Aug51; KK66036.

YE OLDE Smoke House, Division of Curdolac Food Company. SEE Curdolac Food Company. Ye Olde Smoke House Division.

OLIVER, ROBERT A. ©.
Penny coupon, $100.00 cash. Ask these merchants for penny coupons. (Advertising plan) Sheet from the Record ledger of the Verdugo Hills, p. 12. © 13Sep51; KK65759.

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Oliver Diaphragm Slurry pump. Bulletin no. 309-R. 6 p. © 21May51; KK63246.

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I have loved Olson rugs. Your old rugs, clothing, save you up to 1/2. Sheet. © 10Sep51; KK68288.

Olson, August sale and gift offer. Broadloom rugs and carpets. Sheet from Chicago Sunday tribune, Aug. 5, 1951. © 5Aug51; KK64420.

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Budding beauty endures in Lasting Spring by Heirloom sterling. (Silverware) Sheet from Harper's bazaar, Oct. 1951, p. 259. © 1Oct51; KK66676.

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How do you leave your napkin? Brookwood, Plantation, Del Mar. Sheet from Quick, Oct. 22, 1951, p. 2 of cover. © 18Oct51; KK67805.

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Where does the spoon go? Del Mar. Sheet from True story, Dec. 1951, p. 113. © 8Nov51; KK67802.

If it's Community, it's correct. (Silverware)
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There is no finer value in silverware. 1881 Rogers silverplate. Sheet from Life, Oct. 22, 1951, p. 2 of cover. © 19Oct51; KK67806.

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Orangeburg [electrical] fibre conduit. Cat. no. 51. 16 p. © 29May51; KK67006.

Orangeburg root-proof [sewer] pipe and fittings. Catalog 306. 11 p. © 1Aug51; KK67007.

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OshKosh B'Gosh builder-upper. (Advertising promotion) Folder.
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Dig out or drive out. Overhead Door. Miracle Wedge. Sheet from the New York times, Nov. 26, 1950, p. 28. © 26Nov50; KK64355.

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It can take it. Overhead Door. Miracle Wedge. Sheet from the New York times, Dec. 10, 1950, p. 56. © 10Dec50; KK64356.

It's so nice to come home to the Overhead Door with the Miracle Wedge. Sheet from the New York times, July 16, 1950, p. 35. © 16Jul50; KK64349.

Ladies love it .... Overhead Door with the Miracle Wedge. Sheet from the New York times, July 2, 1950, p. 27. © 2Jul50; KK64348.

Light as a feather in all kinds of weather. Overhead Door. Miracle Wedge. Sheet from the New York times, Feb. 12, 1950, p. 36. © 12Feb50; KK64357.

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Overhead door. Miracle Wedge. Salt Spray steel. (Garage doors, etc.) Sheet from American builder, Aug. 1951, p. 3 of cover. © 1Aug51; KK64321.

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The Overhead Door. Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Miracle Wedge, Salt Spray Steel. (Garage doors) Sheet from American builder, Oct. 1951, p. 3 of cover. © 1Oct51; KK66656.

This is it. The Overhead Door. Miracle Wedge. Sheet from the New York times, Sept. 10, 1950, p. 71. © 10Sep50; KK64352.

Throughout the world ... Overhead Door with the Miracle Wedge. Sheet from the New York times, June 25, 1950, p. 20. © 25Jun50; KK64347.

Warning to Jack Frost, no admission. The Overhead Door with the miracle wedge. Sheet from the New York times, Dec. 24, 1950, p. 2. © 24Dec50; KK63934.

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Brilliant, new, Diamond-Cut crystal glass. (Tumblers) Sheet from Life, Apr. 16, 1951, p. 150. © 13Apr51; KK65781.

Dazzling Diamond-Cut stemware and matching tumblers. Libbey glass. Sheet from Life, Sept. 10, 1951, p. 130. © 7Sep51; KK67750.

Diamond-Cut. Meet a sparkling new stemware beauty. Crystal Leaf. (Glass service) Sheet from Better homes & gardens, June 1951, p. 100. © 20May51; KK65092.

Do you like 'em tall or love 'em low? Crystal Leaf, Coin-Cut Classic. (Glasses) Sheet from Life, Oct. 8, 1951, p. 87. © 5Oct51; KK67755.

Everybody wants Rose Classic. Hostess sets by Libbey Glass. (Glass tumblers) Sheet from Life, May 14, 1951, p. 93. © 11May51; KK66277.

4 party pepper-uppers. Merry-Go-Round, Cavalcade, Daisy Wreath, Number-Tumblers. (Glasses) Sheet from House & garden, Apr. 1951, p. 56. © 23Mar51; KK67753.

Jewel bright Diamond-Cut crystal; stemware and matching tumblers. Sheet from House beautiful, Sept. 1951, p. 16. © 20Aug51; KK67751.

Rose Classic. Hostess set by Libbey Glass. (Glasses) Sheet from House beautiful, Mar. 1951, p. 122. © 20Feb51; KK67752.

Rose Classic, ever so pretty, ever so practical. Hostess sets by Libbey Glass. (Glasses) Sheet from Ladies' home journal, Oct. 1951, p. 98. © 25Sep51; KK67754.

3 versatile stemware patterns, designed by Freda Diamond ... Diamond-Cut, Safedge. (Glass service) Sheet from the Bride's magazine, summer 1951, p. 49. © 1May51; KK65091.

Treasure Island Hostess glassware sets. Sheet from Life, Nov. 5, 1951, p. 60. © 2Nov51; KK67749.

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Sassafras extract made in the Ozarks. Label. © 11Apr51; KK67139.

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P

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Ask these top-flight golfers. Pabst Blue Ribbon. (Beer) Sheets from Life, May 21, 1951, p. 100-101. © 18May51; KK64196.

Ask these top-flight personalities. Larry Doby, Sarah Vaughan. Pabst Blue Ribbon. (Beer) Sheet. © 15Mar51; KK63457.

Exactly the same good results each time you desize with Exsize-T. Sheet from American dyestuff reporter, Oct. 1, 1951, p. 104. © 1Oct51; KK66710.

Expect uniform results each time you desize with Exsize-T. Sheet from Textile world, Nov. 1951, p. 300. © 5Nov51; KK68606.

Expense is lowest when you desize with Exsize-T. (Enzyme concentrate) Sheet from Textile bulletin, Aug. 1951, p. 65. © 20Aug51; KK65218.

Experience of many mills. Exsize-T. (Desizing agent) Sheet. © 5Jun51; KK63458.

Exzyme brand protein digester. Label. © 22Jun51; KK64003.

It's an old idea, but it still works wonders. Pabst Blue Ribbon. (Beer) Sheet from California grocers advocate, June 8, 1951, p. 11. © 8Jun51; KK64195.

Now on sale at your dealers. Pabst Blue Ribbon. (Beer) Sheet from the Houston chronicle, Aug. 23, 1951, p. 9. © 23Aug51; KK65216.

P-B-R on T-V spells bigger sales for Y-O-U. Pabst Blue Ribbon. (Beer) Sheet from Texas hotel review, July 1951, p. 4. © 27Jul51; KK64474.

What'll you have? Pabst Blue Ribbon. (Beer)

(Balloon design) Poster. © 1Jun51; KK65439.

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(Bottle of beer breaking through O in design) Poster. © 1May51; KK65438.

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Burt Lancaster. Sheet from Esquire, July 1951, p. 4 of cover. © 8Jun51; KK64197.

[Choral singers] Sheet from Life, Dec. 3, 1951, p. 71. © 23Nov51; KK68605.

Ella Fitzgerald. Sheet from Our world, July 1951, p. 37. © 1Jun51; KK63456.

[Hamburger and glass of beer] Poster. © 1Jul51; KK66482.

(Hand extended, holding glass of beer) Poster. © 1Mar51; KK65437.

[Merchandising ad] Sheet from Texas hotel review, Apr. 1951, p. 24. © 20Apr51; KK64200.

[Needlepoint illustration] Sheet from Life, July 23, 1951, p. 32. © 20Jul51; KK64198.

(Puppy dogs) Sheet from Life, Oct. 8, 1951, p. 132. © 5Oct51; KK66708.

Sam Jethroe. Sheet from Ebony, Aug. 1951, p. 57. © 6Jul51; KK64199.

Sheet from the Ring, May 1951, p. 1. © 1Apr51; KK64475.

(Three glasses of beer) Poster. © 1Apr51; KK65440.

(Yachting scene) Sheet from Life, Sept. 10, 1951, p. 119. © 7Sep51; KK65402.

You saw us in Dallas, you know what we can do. Exzyme. (Protein digester) Sheet from Texas laundry and cleaning journal, June 1951, p. 7. © 20Jun51; KK65217.

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Exzyme brand protein digester gives you 50 o/o more for your money. Sheet from National cleaner & dyer, Oct. 1951, p. 103. © 10Oct51; KK66709.

When is a pound more than a pound? When it's a pound of Exzyme, the amazing new protein digester. (Dry cleaning aid) Sheet from the National cleaner & dyer, Nov. 1951, p. 4. © 1Nov51; KK68607.

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It's national Palm Beach week all over America, June 2-9. (Fabric) Sheet from Life, June 4, 1951, p. 102-103. © 4Jun51; KK68400.

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Gourmet recipes. Magic Boat. (Pottery) Pamphlet. © Bernardo H. Karmen, d.b.a. Palm Springs Ceramics; 17Sep51; KK66455.

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The Palms French Fried peanuts. Label. © The Palms Peanut Co., a partnership consisting of M. F. Mood, Ray T. Gomez & Edward G. Hadley; 12Oct51; KK67315.

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M-m-m, coffee, Mom knows what hits the spot. Sheet from the Saturday evening post, July 21, 1951, p. 13. © 18Jul51; KK64178.

What a lifesaver, Joe's making coffee. Sheet from Saturday evening post, June 23, 1951, p. 108. © 20Jun51; KK63266.

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Fashion in needlework. Paragon Needlecraft. Sheet from McCall needlework magazine, fall-winter 1951-52, p. 3 of cover. © 25Jul51; KK64052.

Instructions for embroidering. Peri Lusta, Paragon. No. 0194. (Fabrics) 3 p. © 3Dec51; KK68311.

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E-Z Fix oil burner emergency operating instructions. Poster. © 1Jul51; KK66050.

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Park & Tilford honor roll. A holiday gift guide of the world's finest brands. (Alcoholic beverages) Sheet from the San Francisco, Dec. 5, 1951, p. 30. © 5Dec51; KK68417.

Tax increase Nov. 1st; buy Park & Tilford world famous Honor Roll brands. (Liquor) Sheet from the New York times, Oct. 26, 1951, p. 10. © 26Oct51; KK66974.

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At your pen dealer's Parker preview for fall. (Fountain pens) Sheet from Collier's, Aug. 25, 1951, p. 9. © The Parker Pen Co.; 17Aug51; KK65114.

At your pen dealer's, Parker preview for fall. (Fountain pens) Sheet from the Saturday evening post, Aug. 25, 1951, p. 8-9. © 22Aug51; KK65115.

For this pen you'll gladly discard your others. New Parker 51. Sheet from the Saturday evening post, July 14, 1951, p. 2 of cover. © The Parker Pen Co.; 11Jul51; KK64259.

For valued business friends, the gift you know is welcome. Parker "51". (Fountain pen) Sheet from Fortune, Oct. 1951, p. 236. © The Parker Pen Co.; 28Sep51; KK66534.

Make yours the gift that's never second best. Parker "51". (Fountain pen) Sheet from the Saturday evening post, Oct. 6, 1951, p. 2 of cover. © The Parker Pen Co.; 3Oct51; KK66536.

Never second best ... new Parker Magnetix desk set. (Fountain pen) Sheet from Fortune, Oct. 1951, p. 229. © The Parker Pen Co.; 28Sep51; KK66535.

New. The only pocket lighter in the world that gives 6 months of lights without refueling. There's not a man alive ... Parker Flaminaire. Sheet from Life, June 4, 1951, p. 6-7. © The Parker Pen Co.; 1Jun51; KK65634.

New. The only pocket lighter in the world that gives 6 months of lights without refueling. What a wonderful gift ... Parker Flaminaire. Sheet from Coronet, June 1951. © The Parker Pen Co.; 25May51; KK65633.

New Parker 51. For this pen you'll gladly discard your others. Sheet from the Saturday evening post, June 16, 1951, p. 2 of cover. © The Parker Pen Co.; 13Jun51; KK63669.

Now the makers of the world-famous Parker 51 pen bring you the only pocket lighter in the world that gives 6 months of lights without refueling. Parker Flaminaire. Sheet from Life, Sept. 17, 1951, p. 156-157. © The Parker Pen Co.; 14Sep51; KK66966.

One business gift that never, never disappoints. New Parker 51 special. (Fountain pen) Sheet from Fortune, Nov. 1951, p. 216. © The Parker Pen Co.; 2Nov51; KK68418.

One gift that never, never disappoints. New Parker 51. (Fountain pens) Sheet from Post exchange, Oct. 1951, p. 47. © The Parker Pen Co.; 1Oct51; KK67744.

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Thank you for helping us keep Parker 51 the world's most-wanted [fountain] pen. Sheet from the National stationer, Sept. 22, 1951, p. 14-15. © The Parker Pen Co.; 7Sep51; KK67746.

To stir a heart and start a memory. New Parker 51. (Fountain pens) Sheet from the Saturday evening post, Nov. 3, 1951, p. 2 of cover. © The Parker Pen Co.; 31Oct51; KK67745.

PARKER STAMP WORKS, INC.
Marking dies, by Parker. 15 p. © The Parker Stamp works, inc.; 19Nov51; KK67712.

PARRISH, Donald F., Jesse F. Belond, Ruth M. Belond, and Robert W. Hedman, partners in Southern California Muffler Company. SEE Southern California Muffler Company.

PARSONS PAPER COMPANY ©.
Here's your guardian of paper quality. Parsons. Sheet from New England printer and lithographer, Aug. 1951, p. 97. © 1Aug51; KK64868.

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Gold Medal Midget safety swinging scaffolds. Bulletin J-9(M). Sheet. © The Patent Scaffolding Co., inc.; 18Jun51; KK63480.

Trouble Saver heavy duty mason frames. Bulletin PSS-29. (Steel scaffolding) Sheet. © The Patent Scaffolding Co., inc.; 30Jul51; KK64231.

12 reasons for renting Gold Medal safety scaffolding machines. Bulletin SS-2. Folder. © The Patent Scaffolding Co., inc.; 28Nov51; KK68517.

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The first new hat development in years. Built-in comfort. Dobbs hats. Sheet from the Sacramento bee, Nov. 7, 1951. © 7Nov51; KK68284.

Is your hat-comfort obsolete? Dobbs. (Hats) Sheet from the Sacramento bee, Nov. 14, 1951, p. 31. © 14Nov51; KK67943.

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Foto tour. Patton Photo Supply. Sheet. © 21Sep51; KK66582.

PAUL Hainke Mower Corporation, inc. SEE Hainke (Paul) Mower Corporation, inc.

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Grody high in value, Grody low in price. (Used automobiles and trucks) Sheet from the Hartford courant, Nov. 4, 1951, p. 18. © 4Nov51; KK67215.

PEARCE MANUFACTURING COMPANY ©.
Pearce SummerWeight blanket. Label. © 14Aug51; KK65884.

PECCI de Nictolis, Macklin. SEE De Nictolis, Macklin Pecci.

PEDLER COMPANY.
Romance of the clarinet. Folder. © The Pedler Co.; 24Sep51; KK68040.

PELLIGRINO, Anthony and Ann A. Asher, composing the partnership of Nu-Pak Food Products. SEE Nu-Pak Food Products.

PELTON'S SPUDNUTS, INC. ©.
During hot weather serve Spudnuts and Spudnut Freeze. (Food products) Sheet from the Saturday evening post, July 14, 1951, p. 108. © 14Jul51; KK68709.

Fluffy, golden-brown perfection. Spudnuts. (Food product) Sheet from Collier's, Aug. 11, 1951, p. 65. © 11Aug51; KK65745.

For party fun. Spudnuts. (Food products) Sheet from the Saturday evening post, Oct. 20, 1951, p. 123. © 20Oct51; KK68710.

Fresh Spudnuts. Take a dozen home today. (Food products) Poster. © 15Dec51; KK68708.

For party fun, serve Spudnuts. (Food products) Poster. © 1Nov51; KK68712.

Kiddies clamor for Spudnuts and milk. Sheet from the Saturday evening post, May 19, 1951, p. 110. © 19May51; KK65037.

Serve Spudnut short cake. Sheet from Collier's, June 16, 1951, p. 76. © 16Jun51; KK65744.

Spudnut a la mode. (Food product) Poster. © 1Jul51; KK65746.

Spudnut short cake. Poster. © 1Jul51; KK65747.

Spudnuts, perfect for holiday parties. (Food products) Poster. © 12Dec51; KK68711.

Winter-time warm-up. Spudnuts. (Food products) Sheet from Colliers, Dec. 1, 1951, p. 40. © 1Dec51; KK68707.

PENICK AND FORD, LTD., INC. ©.
Aunt Dinah, strong flavored molasses. Label. © 17Sep51; KK65768.

Brer Rabbit New Orleans molasses. Label.

So quick, so easy. Brer Rabbit all-bran brown bread. © 7Sep51; KK65304.

You'll love these delicious Brer Rabbit All-Bran muffins. © 7Sep51; KK65305.

Brer Rabbit table syrup. [Brown label] © 27Jun51; KK64528.

Christmas is for children. Old-time Brer Rabbit treats. Brer Rabbit New Orleans molasses. Sheet from Everywoman's, Dec. 1951, p. 10. © 21Nov51; KK68172.

Enjoy real maple sugar flavor, everybody's favorite. For pancakes and waffles ... Vermont Maid syrup. Sheet from Everywoman's, Oct. 1951, p. 22. © 24Sep51; KK66827.

Ingleside 100 o/o sugar cane syrup. Label. © 3Oct51; KK66673.

My-T-Fine chocolate flavor dessert. Label. © 15Aug51; KK65229.

My-T-Fine lemon flavor pie filling. Label. © 14Jun51; KK63376.

Label. © 28Sep51; KK66672.

My-T-Fine nut chocolate flavor dessert or pie filling. Label. © 28Sep51; KK66671.

My-T-Fine vanilla flavor dessert or pie filling. Label. © 28Sep51; KK66670.

New! Sensationally different lace cookies. Brer Rabbit New Orleans molasses. Sheet from Everywoman's, Nov. 1951, p. 18. © 23Oct51; KK67492.

Now, brown bread, so quick, so easy. Brer Rabbit New Orleans molasses. Sheet from Everywoman's, Oct. 1951, p. 26. © 24Sep51; KK66825.

You can see the magic flavor secret of My-T-Fine lemon flavor pie filling. Sheet from Everywoman's, Oct. 1951, p. 3 of cover. © 24Sep51; KK66826.

PENN ELECTRIC SWITCH COMPANY ©.
Fed up with hot-n-cold living? Penn heat anticipation. (Automatic heating system controls) Sheet from Better homes & gardens, May 1951, p. 162. © 25Apr51; KK63935.

Next winter don't let hot-n-cold living enter your home. Penn heat anticipation. (Automatic heating system controls) Sheet from Better homes & gardens, June 1951, p. 208. © 25May51; KK63936.

PEOPLES DRUG STORES, INC. ©.
Who is Peoples Drug Stores? (Pharmaceuticals) Pamphlet. © 5Nov51; KK68345.

PEP BOYS, MANNY, MOE AND JACK OF CALIFORNIA.
Buy Christmas gifts that are useful and practical. (Automotive parts and supplies, toys) Sheet. © The Pep Boys, Manny, Moe & Jack of Calif.; 5Dec51; KK68346.

Buy Christmas gifts that are useful and practical. It's Christmas at the Pep Boys, Manny, Moe & Jack. Sheet from the Los Angeles evening herald & express, Nov. 28, 1951, p. 11. © The Pep Boys, Manny, Moe & Jack of California; 28Nov51; KK68252.

PEP-IT.
Pep-It, new life for house plants. (Horticultural aid) Label. © Lincoln Maytham, d.b.a. Pep-It; 4Oct51; KK66290.

PEPSI-COLA COMPANY ©.
Carton 'em home. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51; KK65748.

The case for friendship. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51 (in notice: 1950); KK67338.

Cold cash. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51; KK66913.

Doin' it naturally. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51 (in notice: 1950); KK67337.

Doorways to dollars. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51 (in notice: 1950); KK67340.

For pure fun and frolic and that wake-up tang. Pepsi-Cola. (Beverage) Sheet from Trenton evening times, Sept. 4, 1951, p. 17. © 4Sep51; KK65550.

Your dollar sign. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 27Jun51 (in notice: 1950); KK67339.

PERKINS PRODUCTS COMPANY ©.
5¢ pkg. of Kool-Aid makes 2 quarts of refreshing beverage. Six delicious flavors. Sheet from Look, Aug. 28, 1951, p. 97. © 14Aug51; KK67846.

In Maytime drink Kool-Aid. One 5¢ package of Kool-Aid makes 2 quarts of delicious beverage. Sheet from Woman's home companion, May 1951, p. 176. © 20Apr51; KK67845.

Kool-Aid in the ice box by the pitcher full; a 5¢ pkg. makes 2 quarts. (Soft drink powder) Sheet from Life, June 25, 1951, p. 71. © 21Jun51; KK66875.

Kool-Aid in the ice box by the pitcher full saves me $2.00 a week on beverages. (Soft drink powder) Sheet from Colliers', June 23, 1951, p. 60. © 15Jun51; KK66876.

PERLITE INSTITUTE ©.
The Perlite torch. (Plaster and concrete aggregate) Folder. v. 1, no. 2. © 31Aug51; KK65384.

PERLMAN, WILLIAM B. ©.
Yum! Yum! Irving's frozen waffles. Label. © 15Oct51; KK67303.

PERMA FACE COMPANY OF AMERICA ©.
Mail this card today. Beautiful, durable Perma-Face pressure-sealed insulating surface. (Door hanger and return postcard) Card. © 14Jul51; KK67593.

A triumph of science, beautiful, durable Perma-Face pressure-sealed insulating surface. A new face for America's homes. Pamphlet. © 1Jul51; KK67594.

PERMA-STONE COMPANY ©.
Beautiful, permanent ultra-modern exteriors. Perma-Stone. (Building material) Folder. © 30Sep51; KK66379.

Perma-Stone. More for your home-building dollars. (Wall facing) Folder. © 30Aug51; KK65986.

Perma-Stone, a permanent stone-like facing, cast directly on walls. Folder. © 30Aug51; KK65987.

Perma-Stone perpetuates and protects the investment in your church. Folder. © 1Nov51; KK67657.

Proudly you'll say, this is our home. It's Perma-Stone. (Building material) Folder. © 30Sep51; KK66380.

PERMANENT BRAKES COMPANY ©.
Look what's new. Permanent brakes. A new freedom from brake failures and expense is available. Sheet from the Sioux City journal-tribune, Sioux City, Iowa, Oct. 1, 1951, p. 15. © 1Oct51; KK68515.

PERMO, INC. ©.
Fidelitone phonograph and needle facts. (Phonograph needles) Motorola section, release number 1. Pamphlet. © 16Oct51; KK66684.

Permo Long-Life phonograph and needle facts. (Phonograph needles) Motorola section, release number 1. Pamphlet. © 16Oct51; KK66685.

PERSONALITY CLOTHES, INC. ©.
Personality Bill says the Personality look is the long line. (Men's clothing) Sheet from Esquire, Apr. 1951, p. 145. © 25Apr51; KK67761.

PERSONALIZED GREETINGS, INC. ©.
Santacard's ten features that will thrill you. (Greeting cards) Folder. © 1Oct50; KK64416.

PETCO CORPORATION. Clark's Super Gas Company Division.
Make the 10 gallon test. Clark's Super gas. Sheet from Milwaukee journal, June 25, 1951, p. 9. © Clark's Super Gas Co. (in notice: Clark's Super Gas, Div. of Petco Corp.); 25Jun51; KK68018.

PETER JACKSON (OVERSEAS) LTD. ©.
The filter tip that holds throat irritants in check. du Maurier. (Cigarettes) Sheet from the New York times, Oct. 23, 1951, p. 17. © 23Oct51; KK66775.

PETER PAN FOUNDATIONS, INC. ©.
Flash news. Peter Pan Inner Circle. (Brassieres) Sheet. © 28Jun51; KK63271.

PETERS AND COMPANY, INC. ©.
The Warmerlater. (Food warmer) Folder. © 6Jun51; KK63644.

PETERSEN, CHESTER F. ©.
As advertised over radio station XXX-FM. (FM border printing design) Poster. © 25Sep51; KK66480.

It's here now, genuine ColorVision. Ask your radio dealer. (Colored television) Sheet. © 29Aug51; KK66135.

PHARMA CRAFT CORPORATION ©.
New, easy, scientific help to relieve psoriasis and eczema. Eratol medicated cream. Sheet. © 29Mar50; KK65086.

Why more and more people say: Ting for foot itch. (Medicated cream) Sheet. © 15Jun51; KK63200.

PHELAN-FAUST PAINT MANUFACTURING COMPANY ©.
No other color-matching system ... Savoy Mix-Quik. (Paint) Sheet from American paint and oil dealer, Aug. 1951, p. 78a. © 1Aug51; KK64322.

Phelan's LOX, the ultimate in fine wood finishes for furniture, woodwork, and floors. Sheet from American paint and oil dealer, Sept. 1951, p. 18d. © 1Sep51; KK65823.

PHILADELPHIA BADGE COMPANY, INC. ©.
Sale Blazers. (Signs) Sheet from Sales management, Feb. 15, 1950, p. 111. © 15Feb50; KK64341.

PHILADELPHIA LEATHER GOODS CORPORATION ©.
White Star luggage. Your smartest travel accessory. Sheet from Holiday, Dec. 1951, p. 153. © 14Nov51; KK67912.

PHILLIP'S ORANGE COMPANY.
Phillip's Cuban Punch base, makes 128 refreshing drinks. Label. © Robert C. Schallman, d.b.a. Phillip's Orange Co.; 28Jun51; KK63540.

PHILLIPS PACKING COMPANY, INC. ©.
Change to Phillips delicious soups. Sheet from Family circle magazine, Sept. 1951, p. 100. © 1Sep51; KK65308.

Happy Hank, the Phillips piggy bank, says: Take this 30-second course in buy-ology. (Soups) Sheet from the Evening bulletin, Nov. 1, 1951, p. 42. © 1Nov51; KK67175.

Hey mom, can I keep the change? Phillips chicken noodle soup. Sheet from the Evening bulletin, Sept. 20, 1951, p. 40. © 20Sep51; KK65724.

PICTSWEET FOODS, INC. ©.
Pictsweet frozen fresh chopped spinach. Label. © 4Aug51; KK66300.

Pictsweet frozen fresh green peas. Label. © 7Sep51; KK68671.

Pictsweet quick frozen instant waffles. Label. © 30Oct51; KK68672.

PIEL BROTHERS ©.
How much sugar in the beer you drink? Piel's light beer. Sheet from the New York times, July 10, 1951, p. 16. © 10Jul51; KK63841.

Piel's is the beer for me, dry as a beer can be.
(Barbecue scene) Sheet from the Danbury news-times, Danbury, Conn., Sept. 27, 1951, p. 28. © 27Sep51; KK66735.

(Boating scene) Sheet from New York world telegram & sun, Aug. 2, 1951, p. 16. © 2Aug51; KK65001.

[Dart scene] Sheet from New York world telegram & sun, July 16, 1951, p. 18. © 16Jul51; KK64032.

(Fishing scene) Sheet from New York world-telegram & sun, July 23, 1951, p. 18. © 23Jul51; KK64422.

(Golf scene) Sheet from New York world-telegram & sun, July 26, 1951, p. 6. © 26Jul51; KK64423.

(Non-fermented sugar) Sheet from New York world telegram & sun, July 13, 1951, p. 4. © 13Jul51; KK63842.

[Piano scene] Sheet from New York world telegram & sun, July 20, 1951, p. 26. © 20Jul51; KK64031.

(Picnic scene) Sheet from New York world telegram & sun, July 30, 1951, p. 16. © 30Jul51; KK65002.

(TV scene) Sheet from New York world telegram & sun, Aug. 9, 1951, p. 15. © 9Aug51; KK65003.

Said a man to his wife. Trommer's White Label. (Beer) Sheet from New York daily news, Sept. 6, 1951, p. 72. © 6Sep51; KK66332.

Why is Piel's dry as a beer can be? Sheet from the New York times, Nov. 7, 1951, p. 60. © 7Nov51; KK67384.

PILLSBURY MILLS, INC. ©.
And now a word from breeders and kennel operators. Pillsbury's Best feeds. Folder. © 2Nov51; KK67969.

Hogs; sell more of each litter more profitably. Pillsbury's Best. (Hog feeds and concentrates) 31 p. © 21Aug51; KK66516.

How to lead a dog's life, and like it. Pillsbury's Best feeds. Pamphlet. © 2Nov51; KK67968.

Pillsbury chocolate fudge cake mix. 1 lb., 1 oz. net wt. Label. © 20Mar51; KK66641.

Pillsbury golden yellow cake mix. 1 lb., 1 oz. net wt. Label. © 29Mar51; KK66637.

Pillsbury hot biscuit mix. Net wt. 16 oz. Label. © 15Jul51; KK66638.

Pillsbury hot biscuit mix. Net wt. 2 1/2 lbs. Label. © 15Jul51; KK66639.

Pillsbury hot roll mix. Net wt. 14 1/2 oz. Label. © 20Mar51; KK66643.

Pillsbury white cake mix. 1 lb., 1 oz. net wt. Label. © 16Jul51; KK66642.

Pillsbury white enriched degerminated corn meal. Net wt. 1 1/2 lbs. Label. © 9Aug50; KK66640.

Rabbits; feeding and managing hints for getting top-quality meat, pelts, wool. (Pillsbury's Best Feeds) Pamphlet. © 1Sep51; KK66517.

PINE STATE GIFT SHOP.
The Pine State Gift Shop. 1951-1952 catalog. Pamphlet. © The Pine State Gift Shop; 9Nov51; KK67420.

PINEX COMPANY, INC.
How to mix your own cough syrup at home. A bottle of Pinex makes a full pint. Folder. © The Pinex Co., inc.; 18Sep51; KK65767.

PIONEER SUSPENDER COMPANY ©.
New fall colors to keep you a shade ahead. (Braces, garters, etc.) Sheet from Esquire's apparel arts, Aug. 1950, p. 15. © 1Aug50; KK63674.

PITMAN (J. C.) AND SONS, INC. ©.
Facts show area burner Pitco Frialator outperforms them all. Sheet from Hotel management, Mar. 1951, p. 113. © 10Mar51; KK68048.

Pitco Frialators are known by the company they keep. (Deep fat fryer) Sheet from Hotel management, May 1951, p. 121. © 10May51; KK68047.

PITTSBURGH CORNING CORPORATION ©.
Foamglas-insulated precast concrete wall panels. Pamphlet. © 16Jul51; KK64326.

PC glass blocks. 23 p. © 11Dec50; KK63243.

Sandwich wall panels. PC Foamglas. Pamphlet. © 16Jul51; KK64327.

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Design of the month. (Glass products) Folder.
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Nov. 1951. © 5Nov51; KK67445.
Dec. 1951. © 3Dec51; KK68325.

Ditzler repaint manual. (Paint products) 48 p. © 20Sep51; KK66113.

The Fleet Wing wall coater. (Paint brushes) Label. © 8Nov51; KK67780.

PITTSBURGH PLATE GLASS COMPANY ©. Cont'd.

For new comfort, new pleasure in your home, paint right with Color Dynamics. Paint best with Pittsburgh paints. Sheet from House & garden, Mar. 1951, p. 2 of cover. © 20Feb51; KK64409.

Give new beauty to tired-looking rooms this modern way. Pittsburgh paints. Sheet from the Saturday evening post, Sept. 8, 1951, p. 8-9. © 5Sep51; KK66015.

Give your home the matchless beauty of famous Williamsburg colors. Pittsburgh paints. Sheet from the Saturday evening post, Nov. 10, 1951, p. 75. © 7Nov51; KK68098.

Hot sun, big windows, but Solex keeps it 10 to 20 degrees cooler inside. (Plate glass) Folder. © 22Aug51; KK64935.

Pittsburgh Wallhide rubberized satin finish. (Paints) Sheet from Saturday evening post, June 16, 1951, p. 79. © 13Jun51; KK66022.

Pittsburgh Wallhide rubberized satin finish. Pittsburgh paints. Sheet from the Saturday evening post, Oct. 6, 1951, p. 81. © 30ct51; KK66422.

You can cut shipping and handling costs ... Pallet Packed. (Glass products) Folder. © 26Jun51; KK63485.

PITTSBURGH PLATE GLASS COMPANY. Morck Brush Division ©.
Oinkee, who knows bristles, says ... (Paint brushes) Sheet. © 15May51; KK63189.

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The hearing aid dealer news. (Ear molds) Sheet. May 1951. © 8May51; KK63214.

PLASTICS Division, General American Transportation Corporation. SEE General American Transportation Corporation. Plastics Division.

PLASTI-STITCH, INC. ©.
Plasti-Stitch, magic darning kit. Sheet. © 31Jan51; KK65470.

PLATE-COTE OF MILWAUKEE.
Litho Plate-Cote. (Preservative for lithographing plates) Label. © Robert Paul Stiller, sole trader, d.b.a. Plate-Cote of Milwaukee; 5Jul51; KK64277.

PLATT AND SMILLIE CHEMICALS, INC. ©.
They thought this was clean, until we stripped the germ-harboring film. First. (Detergent) Folder. © 1Apr51; KK67536.

PLAYWRAP COMPANY.
[Hardware items; wrapping paper] Sheet. © The Playwrap Co.; 20Jul51; KK64992.

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To sell more Proto tools. (Hand tools) Sheet. © 1Jun51; KK64135.

POLLOCK PAPER CORPORATION ©.
American Beauty enriched bread. Label. © 1Sep51; KK65314.

Cracked wheat bread. CB, Capital. Label. © 20Oct50; KK66352.

Rye bread. CB, Capital. Label. © 17Nov50; KK66350.

Wheat bread. CB, Capital. Label. © 5Nov50; KK66351.

POMODORO, Cora, and Anthony E. Aucella, Jr., operating as Cora's Italian Cafe. SEE Cora's Italian Cafe.

POND (A. H.) COMPANY, INC. ©.
Choosing your diamond ring. Keepsake diamond rings. Pamphlet. © 23Jul51; KK64721.

Crescent newspaper mat service. Nancy Olson, a Paramount player. Crescent diamond rings. Folder. © 23Jul51; KK64735.

A helpful guide in choosing the most treasured gift of all. Keepsake diamond rings. Folder. © 23Jul51; KK64723.

PONY LEAGUE OF WASHINGTON, PENNSYLVANIA ©.
Pony League baseball, protect our nation's youth. Sheet from Pony League baseball official rules for 1951, p. 1 of cover. © 12Jun51; KK64737.

PORTABLE INDUSTRIES, INC. ©.
Fastener setting tool. Tl Ramset. 9 l. © 25Jun51; KK63444.

POST LABORATORIES ©.
Dentabs; for your teeth. Label. © 24Sep51; KK65733.

POWER Production Company. SEE Ezee Flow Corporation.

PRAGER (EDWARD) ADVERTISING AGENCY ©.
To buy your diamond wisely. Folder. © 12Jul51; KK64072.

PRATT (W. C.) COMPANY, INC. ©.
It's new, for feed manufacturers. Triple Fifty concentrate. (Animal feed supplement) Sheet. © 1Jan51; KK64441.

New, improved Sol-O-Meeno. (Animal feed supplement) Folder. © 1Jan48; KK64439.

W. C. Pratt Company, inc. Fortified Vita-Master. (Animal feed supplement) Folder. © 1Nov46; KK64440.

PRECISION MACHINE COMPANY.
General instructions for chlorine test kit. Sheet. © Clifford B. Moller, d.b.a. Precision Machine Co.; 20Jun51; KK65338.

Precision chemical pump instruction book. Pamphlet. © Clifford B. Moller, d.b.a. Precision Machine Co.; 13Dec51; KK68461.

PREMO SPORT PUBLICATIONS ©.
1951 PM football schedule. Compliments of PM blended whiskey. 39 p. © 15Aug51; KK65774.

PRENZEL, EDWARD C. ©.
Binder and index price list. Prenzel 3 in 1 system, visible ledger binders. Sheet. © 30Oct50 (in notice: 1926); KK67056.

PREST-O-LITE BATTERY COMPANY, INC. ©.
They never miss! by Gum. Prest-o-lite. (Batteries) Sheet from Fleet owner, Aug. 1950, p. 10. © 6Aug50; KK65130.

PRINCESS NEROLI.
Princess Néroli oil softens dry skin. (Cosmetics) Folder. © Princess Néroli, a firm solely owned by Mabel H. Davis & Charles T. Davis; 17May51; KK62092.

PROBST, JOSEPH DALE ©.
The memory book. (Cemetery memorials) Pamphlet. © 14Sep51; KK65610.

PROCTER AND GAMBLE COMPANY ©.

Chicken and ham salad. Puritan oil for salads and cooking. Card. © The Procter & Gamble Co.; 1Nov51; KK68075.

Clean linoleum cleaner. Spic and Span. (Cleanser) Sheet from Norwich bulletin, Norwich, Conn., June 29, 1951, p. 10. © The Procter & Gamble Co.; 29Jun51; KK63630.

Clean linoleum cleaner, twice as fast as soap. Spic and Span. Sheet from Jamestown post-journal, Jamestown, N. Y., Aug. 2, 1951, p. 8. © The Procter & Gamble Co.; 2Aug51; KK64546.

Clean linoleum cleaner, twice as fast as soap. Spic & Span. (Cleanser) Sheet from Jamestown post-journal, Jamestown, N. Y., Aug. 9, 1951, p. 18. © The Procter & Gamble Co.; 9Aug51; KK64910.

Clean linoleum cleaner, twice as fast as soap. Spic & Span. (Cleanser) Sheet from Jamestown post-journal, Jamestown, N. Y., Aug. 16, 1951, p. 34. © The Procter & Gamble Co.; 16Aug51; KK64911.

Clean linoleum cleaner, twice as fast as soap. Spic & Span. (Cleaner) Sheet from Woonsocket call, Woonsocket, R. I., Nov. 1, 1951, p. 25. © Procter & Gamble (in notice: The Procter & Gamble Co.); 1Nov51; KK68351.

Clean woodwork, painted walls, linoleum, cleaner; twice as fast as with soap. Spic and Span. (Cleaner) Sheet from New Haven Sunday register, Sept. 30, 1951, comic section. © 30Sep51; KK65984.

Cleaner linoleum, twice as fast as soap. Spic and Span. Sheet from Post-journal, Jamestown, N. Y., July 26, 1951, p. 8. © The Procter & Gamble Co.; 26Jul51; KK64547.

Designed to wash nylon and all your lovely things ... Joy, Procter & Gamble's miraculous new liquid sudsmaker for fine washables. (Soap) Sheet from Milwaukee journal, Oct. 14, 1951, comic section. © 14Oct51; KK66863.

How did I ever do without it. Cheer. (Detergent) Sheet from Dallas, Tex. news, July 13, 1951, p. 18. © 13Jul51; KK66518.

It's just what I've always wanted. Cheer, specially made for tough-job washing. (Detergent) Sheet from Examiner-enterprise, Bartlesville, Okla., Aug. 5, 1951. © 5Aug51; KK65853.

It's new, it's miraculous for all fine washable fabrics. Joy. (Liquid soap) Sheets from Life, June 25, 1951, p. 88-89. © The Procter & Gamble Co.; 25Jun51; KK63253.

Joy liquid sudsmaker for fine washables. (Soap) Sheet from Milwaukee journal, Oct. 10, 1951, p. 3. © 10Oct51; KK66704.

Joy, Procter & Gamble's miraculous new liquid sudsmaker for fine washables. (Soap) Sheet from Milwaukee journal, Oct. 24, 1951, p. 12. © 24Oct51; KK66989.

Never before, this safe pampering way to wash nylon and all your lovely things. Joy. (Liquid soap) Sheet from Milwaukee journal, Oct. 28, 1951, comic section. © 28Oct51; KK67653.

New Spic and Span makes this most daring money-back guarantee. (Cleaner) Sheet from Middletown times herald, Oct. 25, 1951, p. 17. © Procter & Gamble (in notice: The Procter & Gamble Co.); 25Oct51; KK67191.

No leading dishwashing product has the concentrated grease-cutting power of Joy. (Liquid soap) Sheet from the Gazette, Texarkana, Tex., Nov. 29, 1951, p. 4B. © The Procter & Gamble Co.; 29Nov51; KK68141.

No more back-breaking drudgery with soap. Clean linoleum cleaner, twice as fast as soap. Spic and Span. Sheet from New London day, Sept. 6, 1951, p. 19. © Procter & Gamble (in notice: The Procter & Gamble Co.); 6Sep51; KK68065.

No more back-breaking drudgery with soap. Spic & Span. (Cleaner) Sheet from Jamestown post journal, Oct. 18, 1951, p. 25. © Procter & Gamble (in notice: The Procter & Gamble Co.); 18Oct51; KK67374.

No other home permanent wave ... Lilt. Sheet from Philadelphia inquirer, July 8, 1951, comic section. © 8Jul51; KK63605.

Now. Fall housecleaning, twice as fast, twice as easy. Spic & Span. (Cleaner) Sheet from Holyoke daily transcript telegram, Oct. 4, 1951, p. 3. © 4Oct51; KK66714.

Now, fall housecleaning twice as fast, twice as easy. Once over with new Spic & Span. (Soap suds) Sheet from Holyoke daily transcript telegram, Sept. 27, 1951, p. 8. © Procter & Gamble; 27Sep51; KK66035.

Now I know what I've been missing. Cheer. (Detergent) Sheet from Fort Worth star telegram, Fort Worth, Tex., Aug. 9, 1951. © 9Aug51; KK66268.

Once over with new Spic & Span cleans brighter, twice as fast as soap. Sheet from New Haven Sunday register, Sept. 16, 1951, p. 10, comic section. © 16Sep51; KK65730.

Once over with new Spic & Span cleans linoleum. (Soap) Sheet from Buffalo courier express, July 22, 1951, comic section. © 22Jul51; KK64025.

Once over with new Spic & Span cleans linoleum brighter, twice as fast as soap. (Powdered soap) Sheet from Courier express, Buffalo, July 29, 1951, comic section. © 29Jul51; KK64279.

Once over your linoleum with new Spic and Span. (Cleanser) Sheet from Norwich bulletin, Norwich, Conn., July 6, 1951, p. 12. © The Procter & Gamble Co.; 6Jul51; KK63631.

Save 10¢. Inside every regular-size new Spic & Span you get coupon worth 10¢. (Soap product) Sheet from Republican courier, Oct. 26, 1951, p. 12. © Procter & Gamble (in notice: The Procter & Gamble Co.); 26Oct51; KK67281.

Stop breaking your back with soap. Clean linoleum cleaner, twice as fast as soap. Spic and Span. Sheet from Transcript telegram, Sept. 20, 1951. © Procter & Gamble (in notice: The Procter & Gamble Co.); 20Sep51; KK67981.

There's nothing like Procter & Gamble's new liquid sudsmaker for fine washables. Joy. (Liquid soap) Sheet from Milwaukee journal, Nov. 28, 1951, p. 10. © 28Nov51; KK68416.

With new Spic and Span, housecleaning is 100 % faster. (Cleaner) Sheet from New Haven Sunday register, Sept. 23, 1951, comic section. © Procter & Gamble (in notice: The Procter & Gamble Co.); 23Sep51; KK67220.

Without back-breaking drudgery, you now get cleaner linoleum. Spic & Span. (Cleaner) Sheet from Holyoke transcript telegram, Holyoke, Mass., Oct. 18, 1951, p. 9. © Procter & Gamble (in notice: The Procter & Gamble Co.); 18Oct51; KK67192.

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Char-Broil for steaks, chops and hamburgers. (Seasoning) Label. © 27Aug51; KK65751.

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Utility ad service. (Newspaper mats) Folder.

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Air-operated presses for more than a quarter century. Prosperity. (Laundry machinery) Sheet from Daily news record, July 9, 1951, p. 23. © The Prosperity Co., inc.; 9Jul51; KK64637.

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Double duty washer does all the headwork for washman. Prosperity. (Laundry machinery) Folder. © The Prosperity Co., inc.; 8Oct51; KK67406.

Dry cleaners, build your shirt business on quality. (Laundry machinery) Sheet from National cleaner & dyer, Sept. 1951, p. 75. © The Prosperity Co., inc.; 15Sep51; KK66058.

Drycleaners, get the extra business that shirt customers bring in. Prosperity. (Laundry machinery) Sheets from American drycleaner, Sept. 1951, p. 6-7. © The Prosperity Co., inc.; 4Sep51; KK65306.

Individual production washing is today's modern method of laundering. Prosperity. (Laundry machinery) Folder. © The Prosperity Co., inc.; 25Aug51; KK65488.

Instruction manual for Prosperity Prospertrol. No. 58-X. (Laundry machinery) 26 p. © The Prosperity Co., inc.; 1Oct51; KK67398.

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Give the happiest party in town. Puerto Rican rum party kit. Folder. © 1Apr51; KK63664.

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More fun with rum. New Puerto Rican rum party kit. Folder. © 15Aug51; KK64725.

Summertime fun. (Rum) Sheet. © 27Jul51; KK64594.

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Beat the high price of soap! Trend cuts grease so fast ... (Detergent) Sheet from the Denver post, Feb. 1, 1951, p. 42. © 1Feb51; KK63351.

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Trend cuts grease so fast your dishes seem to do themselves! (Detergent) Sheet from the Denver post, Feb. 22, 1951, p. 45. © 22Feb51; KK63350.

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Count on your grocer for the good things in life. Hot-wrapped to keep it fresh. Taystee bread. Sheet. © 1Apr51; KK63478.

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Q

QUAKER OATS COMPANY. Coast Fisheries Division.
See what it means to be a Puss'n Boots cat. What a cuddly crew, thanks to you. Puss'n Boots cat food. Sheet from Woman's home companion, Aug. 1951, p. 74. © Coast Fisheries, Division of The Quaker Oats Co.; 20Jul51; KK68598.

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The bread you need for energy. Swan's Sunbeam. Sheet. © 11Jun51; KK64620.

Captivating Debbie Reynolds goes for Sunbeam, too. (Bread) Sheet. © 30Apr51; KK63584.

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Elizabeth Taylor goes for Sunbeam, too. (Bread) Sheet. © 1Apr51; KK63586.

Esther Williams goes for Sunbeam, too. (Bread) Sheet. © 1Apr51; KK63588.

Everybody's going for Holsum milk-improved Old-Fashioned bread. Sheet. © 19Mar51; KK64558.

Everywhere it's Swan's Sunbeam. Holsum. (Bread) Sheet. © 24May51; KK64555.

Flavor beyond compare. Holsum Swan's Sunbeam. (Bread) Sheet. © 9May51; KK64554.

Folks are saying everywhere, bread beyond compare. Swan's Sunbeam. Sheet. © 21Jun51; KK64618.

Fred Astaire likes Sunbeam, too. (Bread) Sheet. © 1Apr51; KK63585.

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M-m-m, it really tastes wonderful, because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. Red Top beer. Sheet from the Columbus citizen, Columbus, Ohio, Aug. 30, 1951, p. 5. © 30Aug51; KK67584.

M-m-m, it really tastes wonderful, says glamorous Phyllis Riggs, the Red Top girl, because it's really extra dry. Red Top beer. Sheet from Journal herald, Dayton, Ohio, Aug. 30, 1951, p. 14. © 30Aug51; KK67729.

M-m-m, it really tastes wonderul, says glamorous Phyllis Riggs, the Red Top girl, because it's really extra dry, Red Top beer. Sheet from the Indianapolis times, Aug. 15, 1951, p. 26. © 15Aug51; KK67585.

M-m-m, nothing satisfies me like Red Top because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from Dayton daily news, July 3, 1951, p. 8. © 3Jul51; KK64298.

M-m-m, nothing satisfies me like Red Top because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from the Indianapolis times, July 11, 1951, p. 8. © 11Jul51; KK65625.

M-m-m, nothing satisfies me like Red Top, because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from Springfield daily news, July 2, 1951, p. 10. © 2Jul51; KK64297.

M-m-m, nothing satisfies me like Red Top because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from the Cincinnati post, July 6, 1951, p. 18. © 6Jul51; KK64426.

M-m-m, nothing satisfies me like Red Top, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from Cincinnati times-star, July 10, 1951, p. 32. © 10Jul51; KK64296.

M-m-m, nothing satisfies me like Red Top, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from Journal herald, Dayton, Ohio, July 19, 1951, p. 18. © 19Jul51; KK64571.

M-m-m, wouldn't cool, really extra dry Red Top taste mighty good, tonight? (Beer) Sheet from Ohio state journal, June 5, 1951, p. 8. © 5Jun51; KK63525.

M-m-m, wouldn't cool, really extra dry Red Top taste mighty good, tonight, says the Red Top girl. (Beer) Sheet from Hamilton daily news journal, Hamilton, Ohio, June 6, 1951, p. 11. © 6Jun51; KK64956.

M-m-m, wouldn't cool, really extra dry Red Top taste mighty good, tonight, says the Red Top girl. (Beer) Sheet from Journal herald, Dayton, Ohio, June 21, 1951, p. 5. © 21Jun51; KK64467.

M-m-m, wouldn't cool, really extra dry Red Top taste mighty good, tonight, says the Red Top girl. (Beer) Sheet from Springfield daily news, Springfield, Ohio, June 20, 1951, p. 15. © 20Jun51; KK64466.

M-m-m- wouldn't cool, really extra dry Red Top taste mighty good tonight? says the Red Top girl. (Beer) Sheet from the Indianapolis news, June 6, 1951, p. 14. © 6Jun51; KK64494.

M-m-m, wouldn't cool, really extra dry Red Top taste mighty good, tonight, says the Red Top girl. (Beer) Sheet from the Marion chronicle, Marion, Ind., June 6, 1951, p. 9. © 6Jun51; KK64954.

M-m-m- wouldn't really extra dry Red Top taste mighty good tonight? says the Red Top girl. (Beer)
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Man, what a big difference in really extra dry Red Top. (Beer) Sheet from the Cincinnati enquirer, Mar. 13, 1951, p. 11. © 13Mar51; KK63287.

Man, what a big difference in really extra dry Red Top, says Ray Shannon, famous Red Top bartender. (Beer) Sheet from the Cincinnati enquirer, Feb. 27, 1951, p. 27. © 27Feb51; KK63527.

Not just good, but powerful good. Red Top ale. Sheet from the Knoxville news-sentinel, Apr. 4, 1951, p. 8. © 4Apr51; KK63399.

Now enjoy beer that's really extra dry in the new flat top can. Red Top. Sheet from Dayton daily news, Mar. 14, 1951, p. 8. © 14Mar51; KK63400.

Now enjoy beer that's really extra dry ... Red Top. Sheet from the Indianapolis times, Mar. 20, 1951, p. 15. © 20Mar51; KK63211.

The same old friend in a brand new label. Red Top. (Beer) Sheet from the Knoxville news-sentinel, Apr. 18, 1951, p. 2. © 18Apr51; KK63395.

Tried others? Now taste the beer that's really extra dry. Red Top. Sheet from the Palladium-item, Richmond, Ind., May 23, 1951, p. 3. © 23May51; KK63397.

Tried others? Now taste the beer that's really extra dry. Red Top beer. Sheet from Ohio state journal, May 29, 1951, p. 8. © 29May51; KK63524.

Tried others? Now taste the beer that's really extra dry, says glamorous Phyllis Riggs, 1951 Red Top girl. Sheet from Journal herald, Dayton, Ohio, July 12, 1951, p. 2. © 12Jul51; KK64955.

The whole town's switching to Red Top because it's really extra dry. (Beer) Sheet from the Columbus citizen, Feb. 15, 1951, p. 7. © 15Feb51; KK63401.

The whole town's switching to Red Top because it's really extra dry, says the Red Top girl. (Beer) Sheet from Springfield daily news, Feb. 21, 1951, p. 4. © 21Feb51; KK63780.

The whole town's switching to Red Top because it's really extra dry, says the Red Top girl. (Beer) Sheet from the Lexington leader, Apr. 25, 1951, p. 15. © 25Apr51; KK63521.

Yes, everyone wants Red Top, the beer that's really extra dry, says the Red Top girl. Sheet from the Kentucky post, Feb. 15, 1951, p. 13. © 15Feb51; KK63781.

You'll be glad you took home the beer that's really extra dry. Red Top. Sheet from the Columbus citizen, Mar. 8, 1951, p. 3. © 8Mar51; KK63288.

You'll be glad you took home the beer that's really extra dry, says Ray Shannon, Red Top bartender. (Beer) Sheet from Journal herald, Dayton, Apr. 5, 1951, p. 12. © 5Apr51; KK64295.

You'll really enjoy the beer that's really extra dry at home tonight. Red Top. Sheet from the Charleston gazette, Mar. 20, 1951, p. 5. © 20Mar51; KK63398.

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How to hold a husband. Serve him desserts glorified with Reddi-Wip. (Whipping cream) Sheet from True confessions, Oct. 1, 1951, p. 83. © 1Oct51; KK67910.

Make pumpkin pie doubly glamorous with Reddi-Wip. (Whipping cream) Sheet from Life, Nov. 19, 1951, p. 109. © 19Nov51; KK68398.

9-year-old makes prize dessert. Reddi-Wip ⌊whipping cream⌋ Sheet from the American home, Nov. 1, 1951, p. 100. © 1Nov51; KK67727.

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Wise Santa, lucky housewife. Reddi-Wip glorifies all your holiday desserts. (Whipping cream) Sheet from Family circle, Dec. 1, 1951, p. 46. © 1Dec51; KK68397.

You've never tasted apple pie until you've tried it the new Reddi-Wip way. (Whipping cream) Sheet from Family circle, Oct. 1, 1951, p. 10. © 1Oct51; KK67730.

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Universal's '51 Refrig-A-Dor line features biggest refrigerator-freezer ever offered. Sheet from Radio & television retailing, Mar. 1951, p. 58-59. © 1Mar51; KK66651.

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The beer that made Milwaukee furious. Regal Pale. Poster. © 8May51; KK65348.

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Symbol Ranch. Let the waters bring forth life. (Handicrafts) Card. © Ted & Capi Rathbone; 1Aug51; KK66470.

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How to throw and receive a forward pass, by Kyle Rote. (Athletic supplies) Pamphlet. © 30Oct51; KK67741.

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The Raybrun code-voice method. How to send and receive International Morse Code. (Record album) Label. © The Raybrun Co.; 20Jun51; KK63755.

RAY-O-VAC, Canada, ltd. SEE Ray-O-Vac Company.

RAY-O-VAC COMPANY.
From switches to switchmen, Ray-O-Vac puts in a 24-hour day. (Woman in basement picking up a fuse. Flashlight batteries) Sheet from Farm & ranch, Oct. 1951, p. 83. © Ray-O-Vac Co. & Ray-O-Vac, Canada, ltd.; 12Sep51; KK66427.

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Now, light when you need it. Ray-O-Vac leak proof flashlight battery. © Ray-O-Vac Co. & Ray-O-Vac, Canada, ltd.

[Attic scene] Sheet. © 10Oct51; KK66592.

[Man and boy fixing tractor at night] Sheet. © 17Jul51; KK64480.

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REACH (A. J.), WRIGHT AND DITSON ©.
Reach, Wright & Ditson fall and winter 1951-52. (Sports equipment) 24 p. © 5Sep51; KK65368.

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Beautiful protection for all masonry walls. Bondex. (Cement paint) Sheet from Better homes and gardens, June 1951, p. 140. © The Reardon Co.; 25May51; KK67227.

Better hurry, partner, the big Dramex sales round-up starts March 18. (Interior wall finish) Sheet from Western paint review, Mar. 1951, p. 27. © The Reardon Co.; 1Mar51; KK67037.

Better hurry, partner, the big Dramex sales round up starts March 18. (Paint) Sheet from American paint and oil dealer, Mar. 1951, p. 72. © The Reardon Co.; 15Feb51; KK65181.

Damp basement to dry work-and-play room. Bondex cement paint. Sheet from Better homes & gardens, Oct. 1951, p. 48. © The Reardon Co.; 26Sep51; KK67429.

Damp basement to lovely rumpus room. Bondex cement paint. Sheet from Better homes and gardens, May 1951, p. 187. © The Reardon Co.; 25Apr51; KK67462.

Get ready, partner, beginning March 18th Dramex gets super-support. (Interior wall finish) Sheets from American paint and oil dealer, Feb. 1951, p. 14-15. © The Reardon Co.; 15Jan51; KK67464.

Here's real advertising support for your painting season. Bondex. (Cement paint) Sheet from American paint and oil dealer, Sept. 1951, p. 32-33. © The Reardon Co.; 15Aug51; KK67373.

Here's the easy way to add new rooms. Dramex. (Interior wall finish) Sheet from Better homes and gardens, Nov. 1951, p. 194. © The Reardon Co.; 24Oct41; KK68327.

It costs so little to brush on beautiful new walls. Dramex [wall finish] Sheet from Better homes & gardens, July 1951, p. 26. © The Reardon Co.; 27Jun51; KK67432.

Masonry walls protected now will stay dry in any weather. Bondex cement paint. Sheet from Better homes & gardens, Sept. 1951, p. 149. © The Reardon Co.; 24Aug51; KK67430.

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The only difference between this wall and this wall is one coat of Dramex interior finish. Sheet from American painter & decorator, Mar. 1951, cover. © The Reardon Co.; 1Mar51; KK67045.

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Reardon presents the 1951 Bondex campaign. (Cement paint) Sheets from American paint and oil dealer, Mar. 1951, p. 44-45. © The Reardon Co.; 15Feb51; KK67465.

Redecorate and protect your outside masonry. Bondex cement paint. Sheet from Better homes & gardens, Aug. 1951, p. 29. © The Reardon Co.; 25Jul51; KK67428.

25 quality reasons why Reardon leads the water paint field. (Water mix products) Sheet from American paint and oil dealer, Nov. 1951, p. 66-67. © The Reardon Co.; 15Oct51; KK68328.

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Compare, now taste the beer that's really extra dry, says glamorous Phyllis Riggs, 1951 Red Top girl. Sheet from Ohio state journal, June 19, 1951, p. 10. © 19Jun51; KK65616.

The '51 Red Top girl ... (Beer) Sheet from Palladium-item, Richmond, Ind., May 16, 1951, p. 7. © 16May51; KK63212.

The '51 Red Top girl sings the town's new hit tune. Really extra dry. Red Top beer. Sheet from Dayton daily news, May 16, 1951, p. 4. © 16May51; KK64299.

The '51 Red Top girl sings the town's new hit tune, Really extra dry. Red Top beer. Sheet from the Columbus citizen, May 17, 1951, p. 5. © 17May51; KK63523.

Folks, you haven't tasted real beer until you taste Red Top. Sheet from the Cincinnati enquirer, Feb. 14, 1951, p. 27. © 14Feb51; KK63289.

Glamorous Phyllis Riggs, the '51 Red Top girl ... (Beer) Sheet from Cincinnati times-star, May 15, 1951, p. 23. © 15May51; KK63209.

Have you ever tasted a beer that's really extra dry? says Red Shannon, the Red Top bartender. Red Top beer. Sheet from the Xavier athletic review, Sept. 16, 1951, p. 4 of cover. © 16Sep51; KK67582.

How about it, have you ever tasted a real extra dry beer? Red Top. Sheet from the Sun, Springfield, Ohio, Feb. 14, 1951, p. 12. © 14Feb51; KK63396.

How about it, have you ever tasted a real extra dry beer? says the Red Top girl. Sheet from Daily herald-telephone, Apr. 25, 1951. © 25Apr51; KK63784.

How about it, have you ever tasted a real extra dry beer? says the Red Top girl. Sheet from Daily herald-telephone, May 2, 1951, p. 10. © 2May51; KK63782.

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I like Red Top, it's really extra dry, says the Red Top girl, glamorous Phyllis Riggs. (Beer) Sheet from the Cincinnati enquirer, July 1, 1951, p. 3. © 1Jul51; KK64496.

M-m-m, it really tastes wonderful. Red Top. (Beer) Sheet from Cincinnati times-star, Aug. 14, 1951, p. 3. © 14Aug51; KK64964.

M-m-m, it really tastes wonderful. Red Top. (Beer) Sheet from Dayton daily news, Aug. 2, 1951, p. 6. © 2Aug51; KK64963.

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M-m-m, it really tastes wonderful because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from the Columbus citizen, Columbus, Ohio, Aug. 2, 1951, p. 5. © 2Aug51; KK64952.

M-m-m, it really tastes wonderful because it's really extra dry, says glamorous Phyllis Riggs, the Red Top girl. (Beer) Sheet from the Indianapolis times, Aug. 29, 1951, p. 5. © 29Aug51; KK65624.

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Gene Kelly goes for Sunbeam, too. (Bread) Sheet. © 1Apr51; KK63592.

Hurrah for you. Swan's Sunbeam. (Bread) Sheet. © 31May51; KK64622.

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Jane Powell goes for Sunbeam. (Bread) Sheet. © 1Apr51; KK63589.

The key of glass, coast to coast on ABC. Sunbeam bread. Sheet. © 5Jun51; KK64086.

Light-footed, light-hearted Gene Kelly goes for Sunbeam too. (Bread) Sheet. © 21May51; KK63596.

Look for Miss Sunbeam at your grocer's. Holsum Swan's Sunbeam bread. Sheet. © 8May51; KK64091.

Meet Miss Sunbeam ... Holsum Swan's Sunbeam bread. Sheet. © 2May51; KK64093.

Mermaid de luxe Esther Williams goes for Sunbeam, too. (Bread) Sheet. © 14May51; KK63595.

Neighbor, the whole town's going for the bread that's improved beyond compare. Holsum Swan's Sunbeam. Sheet. © 21May51; KK64553.

New! New! New! At your grocer's, milk-improved Butterfly bread. Sheet. © 22Mar51; KK64559.

Now! Each loaf brings you the equal of 7 ounces of nonfat milk. Holsum Old-Fashioned bread. Sheet. © 12Mar51; KK64557.

Prove it yourself. See why our new milk-improved Butterfly bread makes such a big hit. Sheet. © 12Apr51; KK64562.

Reach for a winner. Holsum Swan's Sunbeam. (Bread) Sheet. © 18Jun51; KK64087.

Robert Taylor goes for Sunbeam, too. (Bread) Sheet. © 1Apr51; KK63590.

She's a natural; Marjorie Main goes for Sunbeam, too. (Bread) Sheet. © 17May51; KK63594.

Something new for you. Swan's Sunbeam bread. Holsum. Sheet. © 29Apr51; KK64094.

Special delivery, Sunbeam express. Holsum Swan Sunbeam. (Bread) Sheet. © 31May51; KK64088.

Swan's Sunbeam improved beyond compare. Holsum. (Bread) Sheet. © 17May51; KK64089.

Swan's Sunbeam 'way on top. (Bread) Sheet. © 7Jun51; KK64621.

Try it today. Holsum Swan's Sunbeam. (Bread) Sheet. © 29May51; KK64552.

U. S. food experts say America needs more milk. New milk-improved Butterfly bread ... Sheet. © 29Mar51; KK64560.

Van Johnson goes for Sunbeam. (Bread) Sheet. © 1Apr51; KK63587.

Van Johnson goes for Sunbeam, too. (Bread) Sheet. © 30Apr51; KK63593.

The world's finest food bargain, new milk-improved Butterfly. (Bread) Sheet. © 5Apr51; KK64561.

Young ... Nancy Davis goes for Sunbeam, too. (Bread) Sheet. © 28May51; KK63591.

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Buy it, taste it, they'll love it. Welch's wine. Sheet from Extension, Nov. 1951, p. 29. © 10Oct51; KK66739.

Cool, cool Welch's wine collins. Sheet from New York world-telegram and sun, June 14, 1951, p. 2. © 14Jun51; KK63259.

Cool, cool, Welch's wine freeze. Sheet from New York post, June 27, 1951, p. 16. © 27Jun51; KK63297.

Cool, cool Welch's wine highball. Sheet from New York journal-American, June 29, 1951, p. 5. © 29Jun51; KK63711.

A harvest of good taste. Welch's wine. Poster. © 25Sep51; KK65839.

See it, taste it, you'll love it. Welch's wine. Sheet from Chicago sun-times, Sept. 18, 1951, p. 10. © 18Sep51; KK65653.

Sweet 'n hearty Welch's wine. Taste it, you'll love it. Sheet from Los Angeles sentinel, Sept. 27, 1951, p. 3. © 27Sep51; KK66144.

Welch's wine pours into Pennsylvania. Sheet from Tap & tavern, Aug. 20, 1951, p. 3. © 17Aug51; KK65299.

QUIJADA TOOL COMPANY, INC. ©.
Waste Champ food waste disposer makes my kitchen tasks easier, more fun. Folder. © 7Dec51; KK68424.

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Red handed. (Game) Folder. © 16Nov51; KK67960.

RABINOWITZ, Alfred, sole owner, Travine Laboratory. SEE Travine Laboratory.

RADIART CORPORATION.
Radiart vibrator. Label. © The Radiart Corp.; 6Aug51; KK64437.

RADIO WIRE TELEVISION, INC. ©.
Lafayette high fidelity guide. 3d ed. (Radio-phono & TV equipment) 31 p. © 1Nov51; KK67181.

Lafayette radio, television, electronics. Catalog 951. 96 p. © 8Oct51; KK66586.

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A genuine Sock-a-Bye Baby. (Doll) Label. © 26Oct51; KK67606.

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Now you can protect your family in case of atomic attack. Protect-Alls. (Plastic clothing) Sheet. © 6Jul51; KK65344.

RAINIER BREWING COMPANY ©.
Enjoy that old-time Kräusen flavor. Rainier old-time Kräusen beer. Sheet from Sunday pictorial review, San Francisco, June 3, 1951, p. 3. © 3Jun51; KK63788.

Rainier old-time Kräusen beer. Double-aged, double-mellow. Sheet from Sunday pictorial review, San Francisco, May 20, 1951, p. 5. © 20May51; KK63787.

RAJOTTE, Florence Fabre-. SEE Fabre-Rajotte, Florence.

RAM MANUFACTURING CORPORATION ©.
Swagger-Jak. (Men's and women's jackets) Label. © 26Jul51; KK64097.

RAMSEY CORPORATION ©.
Beware of oil pumping. It is a sign your car is headed for premature old age. Ramco. (Piston rings) Sheet from Collier's, Mar. 3, 1951, p. 48. © 3Mar51; KK66668.

Other make used cars move off your lot faster, with this unbeatable combination. Ramco piston rings. Sheet from Chevrolet dealers news, Mar. 1, 1951. © 1Mar51; KK66666.

Package selling for '51. Ramco re-powering station. Plain talk, about '51. (Piston rings) Sheet from Jobbers topics, Nov. 1950, p. 271-274. © 1Nov50; KK66803.

Plain talk. Ramco. (Piston rings) Sheets from Jobber topics, Dec. 1950, p. 138-139. © 1Dec50; KK66750.

Sheets from Jobber topics, Jan. 1951, p. 144-145. © 1Jan51 (in notice: 1950); KK66749.

Sheets from Jobber topics, Feb. 1951, p. 182-183. © 1Feb51; KK66751.

Plain talk to jobbers. Ramco. (Piston rings)

How to get more things done in these days of national emergency. Sheet from Jobbers topics, Mar. 1951, p. 140-141. © 1Mar51; KK66724.

Man to man, there's no substitute for man to man. Sheet from Jobbers topics, Apr. 1951, p. 164-165. © 1Apr51; KK66723.

News items that give jobbers something to think about. Sheet from Jobbers topics, May 1951, p. 218-219. © 1May51; KK66722.

Ramco re-powering station. Beacon sign of assurance for competent engine repair. (Piston rings) Sheet from Saturday evening post, Dec. 9, 1950, p. 168. © 9Dec50; KK66667.

2 unique Ramco principles. 2 important reasons why Ramco 10-Up curbs wear. (Piston rings) Sheet from Motor age, Apr. 1, 1951. © 1Apr51; KK66665.

Your dip-stick warns you. Cars that waste oil are headed for premature old age. Ramco. (Piston rings) Sheet from Saturday evening post, Feb. 24, 1951, p. 98. © 24Feb51; KK66669.

RANGER JOE, INC. ©.
Ranger Joe. Original coated popped Rice Honnies, the cereal with the famous flavor. Label. © 10Oct51; KK68181.

RAPP-RAMSEY COMPANY.
Dexol powder bleach. Label. © The Rapp-Ramsey Co.; 1Aug51; KK65318.

Dexol powder bleach. Safe for nylon, rayon, colors ... Label. © The Rapp-Ramsey Co.; 15Oct51; KK67018.

Perfex Super Cleaner. (10 ounce) Label. © The Rapp-Ramsey Co.; 1Sep51; KK65319.

Shina Dish, especially for dish washing. (Detergent) Label. © The Rapp-Ramsey Co.; 1Dec51; KK68613.

RATH PACKING COMPANY.
Ra-Corn brand bacon. Label. © The Rath Packing Co.; 12Jan51; KK64656.

Stix shortening, prepared from animal fats ... one pound net. Label. © The Rath Packing Co.; 20Jul51; KK65869.

RATHBONE, Capitola.
Symbol Ranch. KK66470. SEE Rathbone, Ted.

They had to call out the cops. Calculated crudity. Reiss-conceived advertising ... Folder. © 11Oct51; KK66835.

RELIANCE CONTAINER COMPANY.
New packaging that sells mass-market volume business. People prefer Pac-Kit. (Wall holder for toilet articles) Sheet. © Reliance Container Co., Gerald Berkman, owner; 21Jul51; KK63988.

REMINGTON RAND, INC. ©.
Don't lose your business memory. Safe-Kardex. (File cabinets) Folder. © 25Oct50; KK63205.

REO MOTORS, INC. ©.
He must have replaced every truck in his fleet with a Reo. (Trucks) Sheet from the Saturday evening post, Sept. 22, 1951, p. 157. © 22Sep51; KK68007.
Making mole hills out of mountains. Reo. (Trucks) Sheet from the Saturday evening post, Nov. 17, 1951, p. 150. © 17Nov51; KK68006.
A Reo Royale power mower. Sheet from the Saturday evening post, Dec. 8, 1951, p. 6. © 8Dec51; KK68645.

REVERE ELECTRIC MANUFACTURING COMPANY ©.
Mighty mites, 8 to 12 years old, now play at nite with Revere floodlighting. 4 p. © 17Sep51; KK65725.

REVLON PRODUCTS CORPORATION ©.
A far and fabulous cry from the pallid pinks ... Revlon's wildly new, wonderfully wearable new spring shades for lips and fingertips. Sheet from Seventeen, May 1951. © 1May51; KK67326.

REZOLIN, inc.
Durez casting resin. KK67610. SEE Durez Plastics and Chemicals, inc.

RHEEM MANUFACTURING COMPANY ©.
Rheemcote, world's first completely lithographed and inner roller-coated 55-gallon steel drum. Sheet from the National petroleum news, July 19, 1950, p. 2. © 19Jul50; KK64427.

RHODES (M. H.) INC. ©.
The Mark-Time Hurricane parking meter. Parkade off-street parking system. Sheet from the News-weekly, p. 3. © 23Nov51; KK67945.

RICE'S, City Baking Company, sometimes t.a. SEE City Baking Company.

RICHTER, MARGARETE ©.
Lucky lady; hair net. Label. © 6Aug51; KK67983.

RIDD LABORATORIES, INC. ©.
Ridd-a-san; deodorant and germicide. Label. © 1Nov51; KK67171.

RIPON KNITTING WORKS ©.
The perfect gift for the entire family. Ripons. (Wool and leather socks) Sheet from the Saturday evening post, Dec. 2, 1950. © 2Dec50; KK67493.

RITTERMAL, JOHN EARL.
United States Navy Straitline Pack. (Stationery) Label. © J. Earl Rittermal; 1Oct51; KK68478.

RIVAL MANUFACTURING COMPANY ©.
The gift card most women want, Rival Steam-O-Matic steam and dry iron. Sheet from Electrical merchandising, May 1951, p. 195. © 1May51; KK65757.

ROBBIN PRODUCTS ©.
All purpose portable electric compressor painting & power sprayer. (4 color horizontal ad) Sheet. © 31Jul51; KK64682.
All the sparkle & brilliance of $500 rings. 7 diamond cluster rings. Sheet. © 29Aug51; KK65973.
Complete flash twin lens reflex camera outfit. (Flashlight camera ensemble; 4 color horizontal ad) Sheet. © 31Jul51; KK64680.
Electric knife sharpener including 9 piece carving set. Sheet. © 26Jul51; KK64668.
Electric popcorn popper set, complete 12 piece set. Sheet. © 9Aug51; KK64669.
Free, 2-in-1 lighters. Special purchase sale ladies watches, fully jeweled. Sheet. © 26Jul51; KK64672.
Kitch-n-Servacart, table of 1001 uses. Including 14 pc. serving set. Sheet. © 15Aug51; KK64685.
Portable electric Magnus organ. (Electric table organ) Sheet. © 31Jul51; KK64684.
Powerhouse portable hand saw. Promotion no. 232. Sheet. © 12Oct51; KK67542.
17 piece de luxe heavy aluminum waterless cookware. Sheet. © 26Jul51; KK64666.
Special introductory offer. All metal ball bearing bench saw. (4 color horizontal ad) Sheet. © 31Jul51; KK64681.
35 pc. electric drill & saw. Promotion no. 231. © 12Oct51; KK67543.
33 piece complete de luxe ensemble, Cannon sheets & towels. Promotion no. 514. Sheet. © 16Oct51; KK67541.
24 piece Cannon towel set. Sheet. © 26Jul51; KK64671.
29 piece complete de luxe ensemble Cannon sheets & towels. Sheet. © 26Jul51; KK64670.
Twin lens reflex flash camera. Sheet. © 29Aug51; KK65975.
2 for 1 sale, 85 pieces, two complete dinnerware sets. (4 color horizontal ad; dishes) Sheet. © 31Jul51; KK64683.
2 for the price of 1. Forest Fawn twin planter lamps. Sheet. © 20Sep51; KK65974.
2 for the price of 1, 14 piece carving & cleaver set. Hollow ground blades, stainless steel blades. Sheet. © 26Jul51; KK64667.

ROBERTS, ELMO MURRAY, Jr. ©.
Presenting Lady Saran. The brand new, most sensational doll in America. Sheet from San Angelo standard times, June 17, 1951, p. 10. © 17Jun51; KK63692.

ROBERTS (F. H.) COMPANY.
Apollo Jack Frosties. (Candy) Label. © Daggett Chocolate Co., d.b.a. F. H. Roberts Co.; 15Jul51; KK64967.

ROBINSON, ULYSSES GRANT ©.
The brotherhood of good Samaritans to victims of arthritis. (Alfalfa health food diet) Pamphlet. © 1Nov51; KK68145.

ROCKWELL MANUFACTURING COMPANY ©.
Empire type 12 water meters. Frost protected for cold climates. Bulletin W-802, rev. 2. (Piston meters) 11 p. © 17Oct51; KK66828.
Instruction manual for the Emcorector. (Gauges) 11 p. © 14Dec50; KK63574.
Pittsburgh large capacity disc type meters. Bulletin W-807, rev. 1. Pamphlet. © 14Dec50; KK63244.
The Rockwell Emcorector. Bulletin no. 1014-rev. 4. 7 p. © 30Nov50; KK63245.
Rockwell gas meter testing equipment. Bulletin no. 1066, rev. 3. 7 p. © 9Jul51; KK63640.
Rockwell 014 low pressure balanced valve regulators. 11 p. © 20Sep51; KK65834.
Rockwell 107 and 173 service regulators. 15 p. © 13Apr51; KK63573.
We're glad to see you. May we help you? How Rockwell progressed. (Meters, valves, machine tools) Pamphlet. © 24Oct51; KK67446.

RODDENBERY (W. B.) Company, inc., d.b.a. Roddenbery Brothers. SEE Roddenbery Brothers.

RODDENBERY BROTHERS.
Sunnyland sweet pickles. Label. © W. B. Roddenbery Co., inc., d.b.a. Roddenbery Bros.; 16Nov51; KK67942.

ROGERS (HERBERT) COMPANY ©.
Ma Moo. (Milk and milk products) Pamphlet. © 30May51; KK63413.

ROGERS AND COMPANY, INC. ©.
A penny, a piece, a day. International Sterling. Sheet from the Indianapolis times, July 8, 1951, p. 30. © 8Jul51; KK63833.

ROLL-A-LINE, INC. ©.
At last, an all purpose copyholder. Roll-a-Line. (Stenographic equipment) Folder. © 13Feb51; KK64433.
Roll-A-Line. (Copy holders) Label. © 13Feb51; KK63598.

ROMAN MEAL COMPANY ©.
Roman Meal muffin mix. Label. © 4Oct51; KK66686.

RONRICO CORPORATION ©.
In Ronrico the important difference is age. Feature 4 year old Ronrico. (Rum) Sheet from Kansas beverage analyst, May 1951, p. 21. © 1May51; KK66428.
Merry Christmas, says your cash register when you feature 4 year old Ronrico. (Rum) Sheet from Liquor store & dispenser, Oct. 1951, p. 107. © 10Oct51; KK67138.
Use 4 year old Ronrico for the best Puerto Rican rum drinks. Sheet from Life, May 28, 1951, p. 116. © 25May51; KK63348.

ROOSE, GARLAND HAROLD ©.
Permanent Brakes, better brakes, here's how. (Brake improvement invention) Sheet. © 11Sep51; KK65608.

ROOTES MOTORS, INC. ©.
Come in and see the car that has everything. Hillman Minx. Sheet. © 16Oct51; KK66711.

ROPER AND COMPANY, INC. ©.
Chef's Joy. (Canned foods) Label.
Fancy small early June peas. © 1Jul51; KK68090.
Fancy tiny green butter beans. © 1Aug51; KK68091.
Fancy very young small cut green beans. © 1Jul51; KK68089.
Fancy whole kernel shoe peg white sweet corn. © 1Aug51; KK68088.

ROSARY BOOK COMPANY ©.
If this book is lost, finder please return to ___. (Book chart for Rosary Book Club) Label. © 10Oct51; KK67106.

ROSEMARY CORPORATION ©.
New, super magic Shamie-Cloth does everything that a chamois does. Label. © 8Nov51; KK68427.

ROSS PRODUCTS, INC. ©.
Trina the ballerina. (Dancing dolls) Label. © 16Jul51; KK65468.

ROUX DISTRIBUTING COMPANY, INC. ©.
How to apply Roux ... (Hair cosmetics)
Drab toner. 15 p. © 28Nov51; KK68111.
Gold toner. 15 p. © 28Nov51; KK68110.
Silver blonde toner. 15 p. © 19Nov51; KK68108.
Titian toner. 15 p. © 28Nov51; KK68109.

It's so easy to have this lovelier haircolor in shampoo time. Roux color shampoo. Sheet from Vogue, July 1951, p. 2 of cover. © 29Jun51; KK65014.

You can have lovelier haircolor in shampoo time. Roux color shampoo. Sheet from Vogue, May 1, 1951, p. 4 of cover. © 1May51; KK63985.

ROYAL ICE CREAM COMPANY ©.
Orfitelli's banquet spumoni ice cream. Label. © 10Dec51; KK68655.

RUBEN FURNITURE COMPANY ©.
Ruben's pre-Christmas 10-day sale. (House furnishings) Folder. © 2Nov51; KK67176.

RUBINSTEIN (HELENA) INC. ©.
Amazing discovery by Helena Rubinstein. Deep Cleanser; the perfect liquid cream for all skins. Sheet from the Hartford courant, Sept. 30, 1951, p. 22. © 30Sep51; KK67702.

Dry skin? Mail this coupon to Helena Rubinstein. (Cosmetics) Sheet from Ladies' home journal, June 1951, p. 180. © 25May51; KK68014.

Helena Rubinstein invents nail polish to match indelible Stay-Long lipstick. Sheet from the Sunday star, Oct. 21, 1951, p. 20. © 21Oct51; KK68013.

Helena Rubinstein launches new nail polish to match Stay-Long lipstick. Sheet from Buffalo courier express, Oct. 11, 1951, p. 13. © 11Oct51; KK67701.

Helena Rubinstein solves your beauty problems. (Cosmetics) 15 p. © 18Jun51; KK63434.

Millions of women switch to Helena Rubinstein's new Stay-Long lipstick. Sheet from the Cincinnati enquirer, July 22, 1951, p. 42. © 22Jul51; KK68017.

Now Helena Rubinstein offers solutions for twelve summer problems. (Cosmetics) Sheet from New York herald tribune, July 8, 1951, p. 39. © 8Jul51; KK64233.

Now Helena Rubinstein solves twelve summer problems. (Cosmetics) Sheet from the Philadelphia inquirer, June 17, 1951, p. 8. © 17Jun51; KK63868.

Revolution in make-up. Helena Rubinstein. Sheet from Akron beacon journal, Sept. 16, 1951, p. 6. © 16Sep51; KK67703.

Revolution in make-up. Helena Rubinstein. Sheet from Mademoiselle, Nov. 1951, p. 44. © 31Oct51; KK68015.

Top drawer beauty file. Helena Rubinstein's beauty repair for women at work. Sheets. © 15Nov51; KK68016.

RUPPERT, Jacob. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE.
Beer lovers cheer this extra light, frosty-dry beer. Ruppert Knickerbocker beer. Sheet from the Barre daily times, Barre, Vt., Aug. 30, 1951, p. 4. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 30Aug51; KK65878.

Beer lovers, this is it. A new high ... Ruppert Knickerbocker. Sheet from New York journal American, June 21, 1951, p. 20. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Jun51; KK64047.

Beer lovers, this is it. Ruppert. Sheet from New York world-telegram, Apr. 24, 1951, p. 35. © Jacob Ruppert, inc. (in notice: Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert); 24Apr51; KK63571.

Beer lovers, this is it. Try New York's greatest ... Ruppert Knickerbocker. Sheet from New York journal American, June 28, 1951, p. 36. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 28Jun51; KK64048.

Best beer you ever drank, and it's less filling. Ruppert Knickerbocker. Sheet from Manchester union leader, Manchester, N. H., Aug. 17, 1951, p. 8. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 17Aug51; KK65456.

Best beer you ever drank, and it's less filling. Ruppert Knickerbocker beer. Sheet from New York world telegram, Aug. 3, 1951, p. 28. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Aug51; KK65066.

Best-tasting beer in town, and less filling, too. Ruppert Knickerbocker beer. Sheet from Manchester union leader, Aug. 10, 1951, p. 8. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 10Aug51; KK65923.

Best-tasting beer in town and less filling, too. Ruppert Knickerbocker beer. Sheet from New York world-telegram & sun, July 26, 1951, p. 16. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 26Jul51; KK64401.

Delicious beer. Less filling, extra light, frosty-dry. Ruppert Knickerbocker. Sheet from New York daily news, Oct. 30, 1951, p. 36. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 30Oct51; KK68332.

Delicious beer! Less filling, extra light, frosty-dry. Ruppert Knickerbocker beer. Sheet from New York journal American, Nov. 15, 1951, p. 22. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 15Nov51; KK67986.

Extra-light, frosty-dry, less filling, too. Ruppert Knickerbocker beer. Sheet from Manchester union leader, Manchester, N. H., Sept. 28, 1951, p. 11. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 28Sep51; KK66284.

Extra-light, frosty-dry, less filling, too. Ruppert Knickerbocker beer. Sheet from New York world telegram & sun, Oct. 5, 1951, p. 33. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 5Oct51; KK67044.

Great new beer captures Vermont. Ruppert Knickerbocker. Sheet from Burlington free press, Burlington, Vt., Nov. 19, 1951, p. 10. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 19Nov51; KK67989.

Greatest news ever brewed. Ruppert Knickerbocker. (Beer) Sheet from Beverage media, May 1951, p. 18. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 1May51; KK63182.

Here's your beer. Delicious, extra light, frosty-dry. Ruppert Knickerbocker. Sheet from New York daily news, Nov. 9, 1951, p. 55. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 9Nov51; KK68333.

Here's your beer; delicious, extra light, frosty-dry. Ruppert Knickerbocker. Sheet from New York journal-American, Sept. 13, 1951, p. 40. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 13Sep51; KK65842.

It's extra light and frosty-dry. Get this better beer today. Ruppert Knickerbocker. Sheet from New era, Lancaster, Pa., Oct. 10, 1951, p. 15. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 10Oct51; KK67280.

Learn quick why New York's excited by this runaway favorite. Taste this extra light, frosty-dry beer today. Ruppert Knickerbocker beer. Sheet from the Irish echo, New York, Sept. 29, 1951, p. 9. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 29Sep51; KK66831.

Less filling, more delicious. Ruppert Knickerbocker. (Beer) Sheet from the Boston daily globe, Aug. 8, 1951, p. 7. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 8Aug51; KK65457.

New! All that's best in ale, yet it's light. Ruppert ale. Sheet from Rutland daily herald, Rutland, Vt., Nov. 16, 1951, p. 14. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 16Nov51; KK67987.

New. Extra light, frosty-dry. Ruppert. Sheet from New York herald tribune, Apr. 18, 1951, p. 31. © Jacob Ruppert Brewery (in notice: Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert); 18Apr51; KK63572.

No wonder New York's gone wild ... Ruppert Knickerbocker. (Beer) Sheet from New York journal American, June 14, 1951, p. 18. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 14Jun51; KK64045.

No wonder New York's gone wild ... Ruppert Knickerbocker. (Beer) Sheet from New York journal American, July 12, 1951, p. 16. © Ruppert Knickerbocker Beer & Ale, Jacob Ruppert; 12Jul51; KK64046.

Super-delicious beer; extra light, frosty-dry. Ruppert Knickerbocker. Sheet from New York journal-American, Aug. 30, 1951, p. 28. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 30Aug51; KK65841.

Switch today to the less filling beer. Ruppert Knickerbocker. Sheet from New York journal-American, Aug. 23, 1951, p. 16. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 23Aug51; KK65840.

Taste this beer today; extra light, frosty-dry. Ruppert Knickerbocker. Sheet from New York daily news, Oct. 18, 1951, p. 85. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 18Oct51; KK66976.

Taste this extra light, frosty-dry beer today. Ruppert Knickerbocker beer. Sheet from Manchester union leader, Sept. 21, 1951, p. 14. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Sep51; KK65922.

Today drink the beer all New York's cheering about. More enjoyment lots less filling. Ruppert Knickerbocker beer. Sheet from the New York daily news, July 3, 1951, p. 17. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Jul51; KK64116.

Today it's here. The great new beer. Ruppert. Sheet from New York journal American, Apr. 10, 1951, p. 16. © Jacob Ruppert Brewery (in notice: Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert); 10Apr51; KK63570.

True beer lover's beer, extra light, frosty-dry. Ruppert Knickerbocker. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 20Nov51; KK68331.

True beer-lover's beer, extra-light, frosty-dry. Ruppert Knickerbocker beer. Sheet from New York world telegram, Sept. 20, 1951, p. 24. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 20Sep51; KK66285.

RUST OLEUM CORPORATION ©.

Rust-Oleum rust preventive. Label. © 23Apr51; KK63177.

RYAN, THOMAS W.

Card of friendship. (Matrimonial agency cards) Folder. © Thomas W. Ryan, d.b.a. Information Service & Personal Aids Co.; 8Aug51; KK63063.

S

S.O.S. COMPANY.

America's proudest cooks. S.O.S. (Scouring pads) Sheet from Good housekeeping, May 1951, p. 200. © The S.O.S. Co.; 20Apr51; KK66715.

Cooking outdoors? Take along S. O. S., says Charley Miller. Meet the most useful cleanser there is. Sheet from Good housekeeping, July 1951, p. 22. © The S. O. S. Co.; 20Jun51; KK67423.

S. O. S. removes burned-on grease to clean your stove easily and quickly. (Steel wool cleanser) Sheet from Progressive farmer, Apr. 1951, p. 110. © The S. O. S. Co.; 20Mar51; KK64395.

Those beautiful white-wall tires, scuffed again. S.O.S. magic scouring pads. Sheet from Look, Apr. 24, 1951, p. 20. © The S. O. S. Co.; 10Apr51; KK65906.

SAALFIELD PUBLISHING COMPANY.

Color, 6 books and crayons. [Three kittens] (Children's game) Label. © The Saalfield Publishing Co.; 29Aug51; KK65959.

Follow the dots. [Boy painter and easel] (Children's game) Label. © The Saalfield Publishing Co.; 21Jun51; KK65949.

Follow the dots. 8 books. [Lamb, school, duck, etc.] (Children's game) Label. © The Saalfield Publishing Co.; 18Jul51; KK65956.

Follow the dots and color the pictures. [Kitten and yarn] (Children's game) Label. © The Saalfield Publishing Co.; 21Jun51; KK65950.

Mammoth coloring box with crayons. [Lamb and flowers] (Children's game) Label. © The Saalfield Publishing Co.; 10Aug51; KK65961.

Playtime coloring box. [Animals in donkey cart] (Children's game) Label. © The Saalfield Publishing Co.; 20Jun51; KK65951.

Pre-school picture puzzles. 6 easy interlocking puzzles. [Kitten with blue bow] (Children's game) Label. © The Saalfield Publishing Co.; 7Aug51; KK65962.

Pre-school, push out and paste without paste. [Boy, girl, redbird] (Children's game) Label. © The Saalfield Publishing Co.; 18Jul51; KK65957.

Rub a pencil. Surprise pictures will appear. [Teddy bear, toy soldier] (Children's game) Label. © The Saalfield Publishing Co.; 1Aug51; KK65953.

Rub a pencil. Surprise pictures will appear. What is it? [Scarecrow, rooster on haystack] (Children's game) Label. © The Saalfield Publishing Co.; 12Jul51; KK65952.

Sewing cards. [Bird and girl] (Children's game) Label. © The Saalfield Publishing Co.; 26Jul51; KK65955.

Sewing cards. [Doll, moth, etc.] (Children's game) Label. © The Saalfield Publishing Co.; 1Aug51; KK65958.

Sewing cards. [Jack-in-the-box and Dutch girl] (Children's game) Label. © The Saalfield Publishing Co.; 4Aug51; KK65960.

Sewing cards. [Jack-in-the-box and sailboat] (Children's game) Label. © The Saalfield Publishing Co.; 26Jul51; KK65954.

SABLE, Louis E., t.a. Creative Novelty Company. SEE Creative Novelty Company.

SACRAMENTO ASSOCIATION OF INSURANCE AGENTS ©.

Bowling alley fire loss totals $107,000. (Insurance service) Sheet from Sacramento bee, Oct. 29, 1951, p. 8. © 29Oct51; KK67161.

Home town insurance man makes good. (Insurance service) Sheet from Sacramento bee, Nov. 26, 1951, p. 25. © 26Nov51; KK68261.

I woke up in the hospital. (Insurance) Sheet from Sacramento Bee, Sacramento, Calif., Oct. 15, 1951, p. 14. © 15Oct51; KK66707.

SAFE-IN-SUDS, INC. ©.

The big 6. The answer to low inventory, quick turnover in neck size, sleeve length sportshirts. Sheet from Daily news record, Oct. 17, 1951, p. 64. © 17Oct51; KK67852.

SAFE-T-WELD COMPANY.

Stop running the rivet-risk with new surface ground bonded brake shoes. Safe-T-Weld. Folder. © A. H. Leu d.b.a. Safe-T-Weld Co.; 1May51; KK63285.

SAFETY ASSOCIATES, INC. ©.

State Safety Council endowment membership enrollment. 3 sheets. © 16Oct51; KK67306.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC.

List of parts, Safety Genemotor. Folder. © The Safety Car Heating & Lighting Co., inc.; 16Oct51; KK67547.

List of parts, Safety motor alternator, type MG15, no. 319510. Form 4511-8-51. © The Safety Car Heating & Lighting Co., inc.; 20Aug51; KK64893.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC. Entoleter Division.

High speed mixing with Entoleter centrifugal machines. Folder. © The Safety Car Heating & Lighting Co., inc. Entoleter Division; 7May51; KK63658.

Improved grain cleaning with the Entoleter scourer-aspirator. Folder. © The Safety Car Heating & Lighting Co., inc. Entoleter Division; 7May51; KK63657.

ST. GEORGE WINERY ©.

St. George Reserve Stock California muscatel. Label. © 9Nov50; KK66403.

ST. LOUIS WHOLESALE LIQUOR COMPANY ©.

Castagno's Great Old Master, O.J.C. (Whiskey) Sheet from St. Louis post-dispatch, Sept. 28, 1951, p. 2. © 28Sep51; KK66086.

Frans Hals' great "Old Master". OJC. (Whiskey) Sheet from St. Louis post-dispatch, Oct. 5, 1951, p. 4E. © 5Oct51; KK67329.

Gainsborough's great old master; OJC, the old master in Kentucky straight bourbon whiskey. Sheet from St. Louis post-dispatch, Sept. 21, 1951, p. 5C. © 21Sep51; KK66459.

Manet's great "Old Master". OJC. (Whiskey) Sheet from St. Louis post-dispatch, Oct. 26, 1951, p. 1E. © 26Oct51; KK67320.

Raphael's great "Old Master". OJC. (Whiskey) Sheet from St. Louis post-dispatch, Oct. 19, 1951, p. 3D. © 19Oct51; KK67327.

Rembrandt's great old master, Night watch. OJC, the old master in Kentucky straight sour mash bourbon whiskey. Sheet from St. Louis post-dispatch, Nov. 16, 1951, p. 11. © 16Nov51; KK67764.

Stuart's great "Old Master". OJC. (Whiskey) Sheet from St. Louis post-dispatch, Oct. 12, 1951, p. 2E. © 12Oct51; KK67328.

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Zotos fluid wave shampoo. Giant family size. Contents, 1 pint. Label. © 21Aug51; KK67857.

Zotos Fluid Wave shampoo no. 1. Contents 1 gallon. Label. © 21Aug51; KK65237.

Zotos Fluid Wave shampoo no. 1. Contents 1 pint. Label. © 21Aug51; KK65236.

Zotos Fluid Wave shampoo no. 1. [String tag] Label. © 21Aug51; KK65244.

Zotos Fluid Wave shampoo no. 2. Contents 1 gallon. Label. © 21Aug51; KK65243.

Zotos Fluid Wave shampoo no. 2. Contents 1 pint. Label. © 21Aug51; KK65240.

Zotos Fluid Wave shampoo no. 2. [String tag] Label. © 21Aug51; KK65235.

Zotos Neutra Plus. Contents 8 fl. ozs. New discovery for neutralizing machineless and machine chair waves. Label. © 25Sep51; KK67855.

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Zotos Neutra Plus, new discovery for neutralizing machineless and machine chair waves. This carton contains 12 8-oz. bottles. Label. © 25Sep51; KK67856.

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Zotos WaveLock permanent. High test. (Hair waving lotion) Label. © 17Aug51; KK65192.

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For men of note. T. W. Samuels. (Whisky) Sheet from the S.P.E.B.S.Q.S.A., p. 6. © Foster Trading Corp., d.b.a. T. W. Samuels Distillery; 17Nov51; KK67659.

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Sandwick's Almond Rich. The finest candy from the recipes of an old master. Label. © Ingolph Johnn Thon Sandwick (in notice: John Sandwick); 18Aug49; KK63918.

Toffee Time by Sandwicks. Truly a candy masterpiece. Label. © Ingolph Johnn Thon Sandwick (in notice: John Sandwick); 18Aug49 (in notice: 1950); KK63919.

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Sanymetal hardboard flush type toilet compartments. Bulletin no. 951. Folder. © The Sanymetal Products Co., inc.; 16Nov51; KK67781.

SARN-OIL BURNER SUPPLY COMPANY.
Heating parts, supplies, accessories. Catalog no. 103. 59 p. © Herman J. Sarno, John W. Sarno & Frank C. Sarno, co-partners, d.b.a. Sarn-Oil Burner Supply Co.; 28Aug51; KK67383.

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Bells of Sarna from romantic India. (Trinkets and art objects) 34 p. © 7Sep51; KK67019.

SARNO, Frank C., Herman J. Sarno & John W. Sarno, co-partners, d.b.a. Sarn-Oil Burner Supply Company. SEE Sarn-Oil Burner Supply Company.

SARNO, Herman J., John W. Sarno & Frank C. Sarno, co-partners, d.b.a. Sarn-Oil Burner Supply Company. SEE Sarn-Oil Burner Supply Company.

SARNO, John W., Herman J. Sarno & Frank C. Sarno, co-partners, d.b.a. Sarn-Oil Burner Supply Company. SEE Sarn-Oil Burner Supply Company.

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Want to know how good a drink can taste? Signal for Schenley. (Whisky) Sheet from Queens ledger, Sept. 20, 1951, p. 6. © 20Sep51; KK68212.

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Unusual Rx appeal makes these 4 Schenley products profitable. (Pharmaceuticals) Sheet from American professional pharmacist, Sept. 1951, p. 827. © 20Sep51; KK67078.

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When 40 has arrived, the best is yet to be. Vascutum. (Pharmaceutical) Folder. © 22May51; KK64456.

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Medicine in practice ... diagnosis: male climacteric treatment. Oreton. Folder. © 23Apr51; KK64132.

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The string teacher's manual. (Musical instruments and supplies) 40 p. © 18Sep51; KK66462.

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Congratulations, U.S.B.F. Schlitz. (Beer) Sheet from the Server, Apr. 23, 1951, p. 9. © 23Apr51; KK65581.

It has to be fine to be first. Schlitz. (Beer)

Farming better malt. Sheet from Burlington free press, Burlington, Vt., May 30, 1951, p. 12. © 30May51; KK67002.

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It's o. k., I saved the Schlitz. (Beer) Sheet from Collier's, Apr. 21, 1951. © 13Apr51; KK63406.

New time, Fridays at 9:00 P.M. Tonight on TV, Pulitzer Prize Playhouse. Schlitz. (Beer) Sheet from Columbus dispatch, Columbus, Ohio, Apr. 20, 1951, p. 29. © 20Apr51; KK67000.

Pittsburgh premiere. Tonight on TV, Pulitzer Prize Playhouse. Schlitz. (Beer) Sheet from Pittsburgh press, Apr. 20, 1951, p. 51. © 20Apr51; KK66995.

Schlitz comes to you in brown bottles for the same reason film is wrapped in foil. (Beer) Sheet from Columbus dispatch, Columbus, Ohio, Apr. 12, 1951, p. 5. © 12Apr51; KK66999.

Schlitz tastes so good, it's first in sales in America. Schlitz, the beer that made Milwaukee famous. Sheet from Ebony, Sept. 1951. © 8Aug51; KK66816.

Schlitz, the beer that made Milwaukee famous.

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Truth detector for bewildered beer lovers. Schlitz, the beer that made Milwaukee famous. Sheet from Milwaukee journal, Aug. 1, 1951, p. 7. © 1Aug51; KK67004.

What butters your bread? Empty brags don't. Schlitz is first in sales. (Beer) Sheet from Beer distributor, July 1951, p. 10. © 15Jul51; KK66815.

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What this mask does for a welder, the brown bottle does for Schlitz. (Beer) Sheet from Columbus dispatch, Columbus, Ohio, Apr. 5, 1951, p. 10-A. © 5Apr51; KK65580.

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Enjoy yourself with the very best. Schmidt's Tiger Head. (Ale) Poster. © 3Aug51; KK64380.

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We wish you the very best. Schmidt's. (Beer and ale) Poster. © 26Nov51; KK68640.

Your very best catch. Schmidt's ale. [Fisherman-ale] Poster. © 9Jul51; KK64121.

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What's new for the laboratory. Pamphlet.

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Easter prevue, Selby arch preserver shoes. Sheet from Life, Mar. 5, 1951, p. 70. © The Selby Shoe Co.; 5Mar51; KK64266.

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Look, more for your money in several physical culture shoes. Sheet from Good housekeeping, Apr. 1951, p. 240. © The Selby Shoe Co.; 20Mar51; KK64517.

Meet the new Selby Arch Preserver casuals. (Shoes) Sheet from Charm, Mar. 1951, p. 48. © The Selby Shoe Co.; 25Feb51; KK64900.

New and a treat. Selby Arch Preserver casuals. (Shoes) Sheet from Glamour, Sept. 1951, p. 40. © The Selby Shoe Co.; 22Aug51; KK65966.

The only shoe with 1951's Fashion Academy gold medal award. Styl-Eez. Sheet from Mademoiselle, May 1951, p. 67. © The Selby Shoe Co.; 29Apr51; KK64905.

The only shoes awarded 1951's Fashion Academy gold medal. Styl-eez Easy Goers, a Selby shoe. © The Selby Shoe Co.; 15Aug51; KK64659.

Physical Culture shoes. Fine fit is fine fashion. Sheet from Good housekeeping, Mar. 1951, p. 257. © The Selby Shoe Co.; 20Feb51; KK64902.

Selby Arch Preserver Active Moderns. Walking's our business. (Shoes) Sheet from Mademoiselle, Oct. 1951, p. 24. © The Selby Shoe Co.; 20Sep51; KK65963.

Selby Arch Preserver shoes. Enjoy the comfortable shoes fashion approves. Sheet from Life, Sept. 17, 1951, p. 89. © The Selby Shoe Co.; 17Sep51; KK65967.

Selby arch preserver shoes. Label. © The Selby Shoe Co.; 1Sep50 (in notice: 1951); KK63717.

So walkative. Selby Arch Preserver active moderns. (Shoes) Sheet from Mademoiselle, Apr. 1951, p. 68. © The Selby Shoe Co.; 29Mar51; KK64904.

Style supremacy brings Styl-Eez, a Selby shoe. Sheet from Life, Mar. 12, 1951, p. 181. © The Selby Shoe Co.; 12Mar51; KK64325.

Style supremacy brings Styl-Eez, a Selby shoe. Sheet from Mademoiselle, Mar. 1951, p. 197. © The Selby Shoe Co.; 28Feb51; KK64903.

Styl-Eez, a Selby shoe. Sheet from Vogue, Feb. 15, 1951, p. 23. © The Selby Shoe Co.; 15Feb51; KK64901.

Styl-eez, a Selby shoe, the only shoes awarded 1951's Fashion Academy gold medal. Casino, Lamar, Ashton. Sheet from Vogue, Oct. 15, 1951, p. 32. © The Selby Shoe Co.; 15Oct51; KK67289.

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Semca introduces the Convertible desk-boudoir clock that travels. Sheet. © 1Jul51; KK67184.

Semca is first again. Introducing the first and only traveling musical alarm clock. Travel-Tune. Sheet. © 15Sep51; KK67186.

Semca jeweled Swiss clocks for travel and boudoir. Folder. © 15Aug51; KK67185.

Watches by Semca, fully guaranteed. Pamphlet. © 15May51; KK63702.

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Miracula. (Chemical compound to be used with embalming fluid) Label. © 30Aug51; KK66886.

Miracula for perfection embalming. Folder. © 16Jul51; KK63848.

SERVICE Station Supply Division. Wilco Company. SEE Wilco Company. Service Station Supply Division.

SEVEN-UP COMPANY.

The all-family drink. Try a 7-Up float. (Soft drink) Sheet from Sunday journal-star, Peoria, Ill., July 1, 1951, p. 8. © The Seven-Up Co.; 1Jul51; KK64257.

The all-family drink. You like it, it likes you. 7-up. (Soft drink) Sheet from Puck, Sept. 2, 1951, p. 7. © The Seven-Up Co.; 2Sep51; KK65998.

For family fun, at home or away. Fresh up with Seven-Up. (Soft drink) Sheet from the Ladies' home journal, Aug. 1951, p. 61. © The Seven-Up Co.; 27Jul51; KK64518.

Fresh up with 7-up. The all-family ⌐soft⌐ drink. Sheet from the Comic weekly, Oct. 7, 1951, p. 3. © The Seven-Up Co.; 7Oct51; KK67748.

Fun family style, fresh up with Seven-Up. (Soft drink) Sheet from the Saturday evening post, June 23, 1951, p. 76. © The Seven-Up Co.; 20Jun51; KK63670.

Leads the parade in after-game fun. Seven-Up. (Soft drink) Sheet from Look, Oct. 9, 1951, p. 3 of cover. © The Seven-Up Co.; 25Sep51; KK66533.

Play together, be gay together. Fresh up with Seven-Up. (Soft drink) Sheet from Life, July 23, 1951, p. 4. © The Seven-Up Co.; 20Jul51; KK64258.

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SEXTON (JOHN) AND COMPANY ©.

Sanitary Sam's Aerosol spray. Label. © 7Nov51; KK67381.

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Sexton quality foods, consistently good. (Desserts) Sheet from Hotel management, Feb. 1951, p. 21. © 1Feb51; KK67559.

SHAKESPEARE COMPANY ©.

Big news for 1951. Shakespeare direct drive reels with LQT Nylon gears. (Fishing equipment) Sheet from Sports afield, Mar. 25, 1951, p. 91. © 25Mar51 (in notice: 1950); KK64346.

Finest reel ever made. Shakespeare President. (Fishing reel) Sheet from Argosy, Mar. 1, 1951, p. 4. © 1Mar51 (in notice: 1950); KK63217.

Fishing is fun. Shakespeare Wondereel ... (Reel) Sheet from Sports afield, Feb. 25, 1951, p. 87. © 25Feb51 (in notice: 1950); KK66122.

Now you can get a genuine Shakespeare fiber glass Wonderod. (Fishing rods) Sheet from Sports afield, Jan. 1, 1951, p. 69. © 1Jan51 (in notice: 1950); KK63176.

Only Shakespeare squidding line ... Sheet from Pacific fish and game news, Jan. 12, 1951, p. 15. © 12Jan51; KK63210.

Shakespeare's big news for 1951. LQT nylon gears & Shakespeare direct drive reels. Sheet from Field & stream, Jan. 1, 1951, p. 7. © 1Jan51; KK63668.

Whip hardest fighting fish. Wonderod. (Fishing rods) Sheet from Outdoor life, Jan. 1, 1951, p. 8. © 1Jan51 (in notice: 1950); KK63218.

Why accept less? You can get a genuine Shakespeare fiber glass Wonderod. (Fishing rod) Sheet from Front page detective, Feb. 1, 1951, p. 17. © 1Feb51 (in notice: 1950); KK63675.

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SHANE UNIFORM COMPANY, INC. ©.

Don't have fits over fits. This Shane size selector ... (Women's uniforms) Card. © 24Nov51; KK68251.

SHAW, Annabelle, d.b.a. Hos-Glov Company. SEE Hos-Glov Company.

SHAW-WALKER COMPANY.

Shaw-Walker office guide. (Office equipment and supplies) 280 p. © The Shaw-Walker Co.; 15Oct51; KK67941.

SHAWGO, Betty L. and Erman L. Shawgo, composing a co-partnership, Luxury Products Company. SEE Luxury Products Company.

SHAWGO, Erman L. and Betty L. Shawgo, composing a co-partnership, Luxury Products Company. SEE Luxury Products Company.

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Fresh paint, 2,000 years old. Shell; Epon. (Petroleum) Sheet from the Saturday evening post, Aug. 25, 1951, p. 2. © 22Aug51; KK66680.

Now rubber fights back. Shell. (Petroleum) Sheet from the Saturday evening post, Sept. 22, 1951, p. 2. © 19Sep51; KK66678.

Opening move. Shell Rotella oil. (Lubricant) Sheet from the Saturday evening post, July 28, 1951, p. 2. © 25Jul51; KK65089.

The pattern in paper. West Virginia Pulp and Paper Company. Shell ⌐lubricants⌐ Sheet from the Saturday evening post, Nov. 17, 1951, p. 2. © 14Nov51; KK67807.

Quick quiz. Which of the following would you use to make alcohol? Shell. (Petroleum) Sheet from the Saturday evening post, Oct. 20, 1951, p. 2. © 17Oct51; KK66679.

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Sowing trees on a paper farm. Shell industrial lubricants. Sheet from the Saturday evening post, June 30, 1951, p. 2. © 27Jun51; KK65090.

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SHENANGO Pottery Company, t.a. Shenango. SEE Shenango.

SHERWIN-WILLIAMS COMPANY.
Get your color questions answered. Sherwin-Williams paints. Sheet from Better homes and gardens, Sept. 1951, p. 28. © The Sherwin-Williams Co.; 24Aug51; KK64753.

Get your color questions answered in the big, new Sherwin-Williams paint and color style guide. Sheet from Household, Nov. 1951, p. 90. © The Sherwin-Williams Co.; 20Oct51; KK67028.

Look before you decorate. Sherwin-Williams. (Paint) Sheet from Living, Sept. 1951, p. 14. © The Sherwin-Williams Co.; 20Aug51; KK64981.

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Out of my mind, by Murray Sices. (Women's suits) Sheets. June 22, 1951. © 22Jun51; KK63951.

SIDNEY-THOMAS CORPORATION. Mehl Manufacturing Company Division ©.
Military packaging guide. Mehl. (Bags) 34 p. © 15Aug51; KK64892.

SIDNEY-WILLIAMS COMPANY ©.
Popo; the performing puppet. (Rubber toy) Label. © 3Oct51; KK67985.

SIEBRAS, Norman W., d.b.a. Lady Lennox Company. SEE Lady Lennox Company.

SILICONE PAPER COMPANY OF AMERICA, INC.
Go modern, go magic. Magic Lens tissue; silicone treated. Sheet from National safety news, Apr. 1951, p. 9. © The Silicone Paper Co. of America, inc.; 2Apr51; KK63238.

Nothing succeeds like success. Magic Lens tissue; silicone treated. Sheet from National safety news, Mar. 1951, p. 67. © The Silicone Paper Co. of America, inc.; 5Mar51; KK63239.

Now ready for you. Magic Lens tissue; silicone treated. Sheet. © The Silicone Paper Co. of America, inc.; 2Mar51; KK63242.

The safety jobber is the safety man's best friend. Magic Lens tissue; silicone treated. Sheet from Occupational hazard, Apr. 1951, p. 9. © The Silicone Paper Co. of America, inc.; 7Apr51; KK63240.

Why this product was born. Magic Lens tissue; silicone treated. Sheet from Chemical engineering, Apr. 1951, p. 83. © The Silicone Paper Co. of America, inc.; 2Apr51; KK63241.

SILVER (D.) HARDWARE COMPANY ©.
Dasco, the greatest name in locksmith's supplies. (Hardware) 48 p. © 2Jul51; KK64736.

SIMMONS COMPANY ©.
Biggest mattress news since 1925. Simmons adds new Beautyrest Extra-Firm [mattress] Sheet from Retailing daily, Sept. 21, 1951, p. 12-13. © 21Sep51; KK66997.

Don't just dream about that extra bedroom. Hide-A-Bed. (Sofa-beds) Sheet from Living for young homemakers, May 1951, p. 19. © 20Apr51; KK65583.

New Babybeauty mattress rated first, by 8 out of 10 in doctor jury. Sheet from Baby care manual, Aug. 15, 1951, p. 48. © 15Aug51; KK65849.

Sleep in Beautyrest comfort. Simmons. (Mattress) Sheet from Living for young homemakers, Apr. 1951. © 20Mar51; KK64767.

Today, the best rest for the least money. Beautyrest. (Mattresses) Sheet from Life, May 7, 1951, p. 116. © 4May51; KK65582.

What I losa onna da banan', I make up onna da peanuts! Simmons Beautyrest. (Mattresses) Sheet from Retailing daily, July 19, 1951. © 19Jul51; KK65586.

When you need rest most, you need Beautyrest, yours for only 2¢ a night. (Mattress) Sheet from Life, Sept. 10, 1951. © 7Sep51; KK66824.

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Simoniz Bodygard; new liquid car wax. Label. © 23Jul51; KK65266.

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Home noisy? Quiet it with Simpson acoustical tile. Folder. © 15Aug51; KK67642.

Lens-eye view of the Simpson Logging Company. Pamphlet. © 21Aug51; KK67643.

Lens-eye view of the Simpson Logging Company. (Lumber, plywood and woodfiber products) Pamphlet. © 3Oct51; KK66373.

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Simpson insulating roof slab for flat, pitched or mono-slope roofs. Folder. © 7Mar51; KK67644.

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Simpson woodfiber products manual. Heat loss coefficients of building constructions. (Insulating board) 12 p. © 7Sep51; KK65929.

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Insulating roof slab tests and data. 3 p. © 5Dec51; KK68649.

Preventing condensation on interior building surfaces. (Insulating board) 3 p. © 31Aug51; KK65928.

Preventing moisture condensation within walls ... (Insulation sheathing) Folder. © 20Jun51; KK63666.

Simpson insulating roof slab. 7 p. © 26Jun51; KK63819.

Simpson Noisemaster acoustical tile. 7 p. © 20Aug51; KK64940.

Sound conditioning; available through your lumber dealer. Simpson Noisemaster acoustical tile. Folder. © 27Mar50; KK67641.

Sound conditioning pays off at the cash register in restaurants. Simpson acoustical tile. Folder. © 9Aug51; KK67640.

Sound conditioning pays off at the cash register in stores and shops. Simpson acoustical tile. Folder. © 21Aug51; KK67639.

SIMS, JOHN WOODSON ©.
Old Coon brand - Kentucky straight bourbon whiskey. Label. © 1Jan51; KK63391.

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Cleaner rugs, less work for you. Singer. (Vacuum cleaners) Sheet from Look, Apr. 24, 1951, p. 87. © The Singer Manufacturing Co.; 27Mar51; KK63775.

Composite photograph of work truck 135391. Singer. Sheet. © The Singer Manufacturing Co.; 20Nov51; KK67970.

A dream that has never stopped growing. Singer sewing centers. (Sewing machines and supplies) Sheet from Life, Apr. 23, 1951, p. 44-45. © The Singer Manufacturing Co.; 20Apr51; KK63777.

Drop-front table for machines 300W101, 300W201 ... Singer. Sheet. © The Singer Manufacturing Co.; 27Jun51; KK64228.

1851 - 50 stitches per minute; 1951 - 5000 stitches per minute. Singer sewing machines. Sheets from Southern garment manufacturer, May 21, 1951, p. 20-21. © The Singer Manufacturing Co.; 21May51; KK66747.

The first party dress. 1851, 1951. Singer sewing centers. (Sewing machines) Sheet from Ladies' home journal, Apr. 1951, p. 170. © The Singer Manufacturing Co.; 28Mar51; KK63776.

Free, to teachers. The Story of sewing. Singer sewing machine. Sheet from Catholic school journal, Oct. 1951, p. 56A. © The Singer Manufacturing Co.; 20Sep51; KK68552.

From budget portable to beautiful cabinet, most wonderful Singer machines of 100 years. (Sewing machines) Sheet from Woman's home companion, May 1951, p. 15. © The Singer Manufacturing Co.; 20Apr51; KK63800.

Furniture upholstery work on 1-needle machine 300W103; alternating pressers. Singer sewing machines. Sheet. © The Singer Manufacturing Co.; 29Oct51; KK67971.

Have you seen the newest Singer models? Prices from $89.50. (Sewing machines) Sheet from Electricity on the farm, May 1951, p. 21. © The Singer Manufacturing Co.; 1May51; KK63798.

Home economists asked for it. Singer designed it. The new combination sewing and cutting table for schools and colleges. Folder. © The Singer Manufacturing Co.; 4Sep51; KK68140.

If they love clothes and you love to save, get a new Singer sewing machine. Sheet from Better living, Aug. 1951, p. 3 of cover. © The Singer Manufacturing Co.; 15Jul51; KK68390.

Inserting elastic in wrist of leather mittens on 2-needle machine 300W201 or puller feed machine ... Singer. Sheet. © The Singer Manufacturing Co.; 27Jun51; KK64227.

Inserting endless elastic in bathing trunks on 4-needle machine 300W401. Singer sewing machines. Sheet. © The Singer Manufacturing Co.; 29Oct51; KK67972.

It took Mrs. O'Leary's cow to prove it. Singer. (Sewing machines) Sheet from Daily news record, May 25, 1951, insert between p. 4 and 5. © The Singer Manufacturing Co.; 25May51; KK66318.

Lap seaming awnings on 3-needle puller feed machine 300W322. Singer. (Industrial sewing machine) Sheet. © The Singer Manufacturing Co.; 27Jun51; KK64226.

Make beautiful clothes at beautiful savings. Singer sewing centers, sewing machines. Sheet from Good housekeeping, Oct. 1951, p. 149. © The Singer Manufacturing Co.; 20Sep51; KK68389.

May I use her Singer? (Sewing machine) Sheet from Daily news record, July 24, 1951, between p. 8-9. © The Singer Manufacturing Co.; 24Jul51; KK66519.

New. Most practical sewing class equipment ever. Singer's combination sewing and cutting table. Sheet from Catholic school journal, Sept. 1951, p. 20A. © The Singer Manufacturing Co.; 20Aug51; KK68388.

Now! Patterns, fabrics, everything for sewing available at your Singer Sewing Center. Sheet from McCall's pattern book, Fall 1951, p. 10. © The Singer Manufacturing Co.; 10Aug51; KK66917.

Now, heavy cleaning in tidy-up time. Singer vacuum cleaners ... Sheet from Better homes & gardens, Sept. 1951, p. 134. © The Singer Manufacturing Co.; 25Aug51; KK68387.

Now you can improve your Singer 400w1 machines. Singer conversion kits ... Folder. © The Singer Manufacturing Co.; 2Aug51 (in notice: 1950); KK64538.

Once in her life, every woman should have the thrill of a Singer Christmas. (Sewing machines) Sheet from Successful farming, Dec. 1951, p. 65. © The Singer Manufacturing Co.; 19Nov51; KK68553.

100 years of beautiful sewing prove your best buy is Singer. (Sewing machines) Sheet from Electricity on the farm, June-July 1951, p. 25. © The Singer Manufacturing Co.; 1Jun51; KK63797.

100th anniversary, and the beginning of the second century of progress. Singer. (Sewing machines) Sheet from Southern garment manufacturer, Mar. 20, 1951, p. 21-22. © The Singer Manufacturing Co.; 20Mar51; KK66319.

Overheard in a sewing class, six good reasons why schools prefer Singer sewing machines. Sheet from the Catholic school journal, June 1951, p. 5. © The Singer Manufacturing Co.; 20May51; KK63799.

Plies come out even ... new Singer 402w100 lockstitch. (Sewing machine) Sheet from Southern garment manufacturer, July 20, 1951, cover. © The Singer Manufacturing Co.; 20Jul51; KK66770.

Put down the lamp, George. The year is 1850. Singer sewing machine. Sheet from Daily news record, New York, Mar. 30, 1951. © The Singer Manufacturing Co.; 30Mar51; KK65989.

Seaming leather palm work gloves on 1-needle machine 300W103; alternating pressers. Singer sewing machines. Sheet. © The Singer Manufacturing Co.; 29Oct51; KK67973.

Singer class 29k machines: 29k60, 29k62, 29k70. (Sewing machines) Sheet. © The Singer Manufacturing Co.; 2Aug51 (in notice: 1950); KK64537.

Singer class 176 fur machines. (Sewing machines) Sheet. © The Singer Manufacturing Co.; 2Aug51 (in notice: 1950); KK64536.

Singer Engineering Department's Manual of operation analyses for military clothing and equipage. Sheet from Southern garment manufacturer, Sept. 20, 1951, p. 2 of cover. © The Singer Manufacturing Co.; 20Sep51; KK66771.

The Singer Featherweight portable sewing machine. Folder. © The Singer Manufacturing Co.; 9Aug51; KK68138.

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Singer 31-15 lockstitch machine. (Sewing machine) Sheet. © The Singer Manufacturing Co.; 2Aug51 (in notice: 1950); KK64535.

Singer 248-2 electronic seamer. Singer sewing machine. Sheet from Plastics world, May 1951, p. 6. © The Singer Manufacturing Co.; 1May51; KK66626.

Something new. A dual-purpose table for your sewing classroom. The new Singer combination sewing and cutting table. Sheet. © The Singer Manufacturing Co.; 12Jun51; KK68139.

Speedily and well. Singer. (Sewing machines) Sheet from Southern garment manufacturer, July 20, 1951, p. 20-21. © The Singer Manufacturing Co.; 20Jul51; KK66266.

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Sixteen lotion for a skin free of blemishes. (Medicated skin lotion) Label. © H. Herbert Breneman, Josephine G. Breneman & Doris B. Morris, d.b.a. Sixteen Laboratories; 19Oct51; KK67742.

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Rockmont College tuition certificate. $10.00, series R. (College paper and bulletin) Sheet. © 7Aug51; KK66124.

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Designed especially for your ranch-style house. Floor-Plan rugs. Alexander Smith. Sheet from Good housekeeping, Oct. 1951, p. 169. © 18Sep51; KK65696.

Inch-thick luxury of shaggy broadloom at a down-to-earth price. Alexander Smith. (Rugs) Sheet from Life, Oct. 22, 1951, p. 92. © 19Oct51; KK67014.

See how spacious a room can look carpeted with broadloom by Alexander Smith. Sheet from House & garden, Sept. 1951, p. 10-11. © 21Aug51; KK65856.

To soften stark simplicity, carpet with luxurious new Balboa broadloom by Alexander Smith. Sheet from Life, Oct. 1, 1951, p. 123. © 3Sep51; KK66060.

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Introducing Tweeny. (Apron) Label. © 1Jun51; KK63429.

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Children love to get mail. Joey, the wee bear's 5 friendly serial letters. Label. © 15Jun51; KK65118.

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Jet's brand personalized all rubber custom made door mat. ⌈Post card⌉ Card. © 1Nov51; KK68623.

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Back to school with Smith-Corona, world's first portable [typewriter] Sheet from the Saturday evening post, Sept. 15, 1951, p. 13. © 12Sep51; KK65788.

Years ahead of its time. The all-new luxury typing Smith-Corona [typewriter] Sheet from Business week, Mar. 25, 1951, p. 49. © 24Mar51; KK65787.

SMITH, R. O. ©.
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Howell-Bunger valves by Smith. For the easy regulation and control of water ⌈in dams, reservoirs, etc.⌉ Bulletin no. 156. 14 p. © 22Oct51; KK67255.

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Smiths brings you the biggest advance in foot comfort since men gave up high-button shoes. Winthrop shoes. Sheet from Oakland tribune, Nov. 16, 1951, p. 8. © 16Nov51; KK67947.

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Cut faucet maintenance costs with Snap-In faucet washers and seats. Sheet. © 5Sep51; KK67811.

Cut toilet maintenance costs with Snap solid rubber toilet tank ball. Sheet. © 5Sep51; KK67812.

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Stop faucet leaks this easy way. Cut water bills and repair costs with Snap-In washers and faucet seats. Folder. © 15Sep51; KK67813.

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Industrial expansion joints and aircraft bellows. Catalog no. 51. (Sola-Flex bellows warranty tag) 40 p. © 10Aug51; KK64402.

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Solar rays. (Steel products) Folder.
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Never a dull floor with Solarine self polishing floor wax. Sheet from the Evening star, Washington, D. C., Nov. 1, 1951, p. A-16. © The Solarine Co.; 1Nov51; KK68213.

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It was music to my ears, thanks to the new way to hear. A tiny jeweled pin is all that shows. Sonotone. (Hearing aid) Sheet from Life, July 23, 1951, p. 79. © 20Jul51; KK63956.

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New 1952 items and prices affecting trade catalog no. C-101. 7 p. © 5Oct51; KK68308.

The semi-weedless Nip-I-Diddee. (Fishing tackle) Folder. © 14Jun51; KK64036.

SOUTH BEND LATHE WORKS ©.
Attachment and accessories for South Bend lathes. Catalog 5102. 34 p. © 30Jul51; KK64996.

Jobs you can do. Bulletin 5121. (Lathes) Folder. © 26Jun51; KK64995.

Save on first cost ... Increase quality and production with South Bend 16-inch swing precision lathes. Bulletin no. 5128. Folder. © 12Oct51; KK67353.

South Bend 10" precision lathes. Bulletin 5135. Folder. © 16Nov51; KK68473.

South Bend 10" precision lathes. Catalog 5126. Folder. © 7Sep51; KK65611.

SOUTHERN CALIFORNIA MUFFLER COMPANY.
Whether your choice of tone is loud or quiet. Belond Equa-Flow. (Automobile exhaust systems) Sheet from Hot rod magazine, Jan. 1952, p. 3. © Southern California Muffler Co., a partnership composed of Jesse S. Belond, Ruth M. Belond, Robert W. Hedman & Donald F. Parrish; 3Dec51; KK68476.

SPALDING (A. G.) AND BROTHERS, INC. ©.
Spalding, fall and winter 1951-52. (Sports equipment) 32 p. © 22Aug51; KK65087.

SPATO, Sarah, d.b.a. Creole Delicacies Company. SEE Creole Delicacies Company.

SPEAR AND COMPANY ©.
On sale at Spear's ... August furniture sale. 24 p. © 18Jul51; KK63295.

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SPECIALTY ADVERTISING SERVICE, INC. ©.
Presidents of the U. S. A. Tip Top bread. ⌈Movable chart⌉ Card. © 5Dec51; KK68190.

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This is you. Speedway 79. (Ethyl gasoline) Sheet. © 19Nov51; KK68426.

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Design advantages of Spence regulators. Folder. © 12Nov51; KK67890.

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New taste sensation. Broiler-Que. (Barbecued poultry) Sheet. © 28Sep51; KK66625.

SPRINGS COTTON MILLS ©.
You can't stretch a good thing too far. Springmaid sheet. Sheet from Garrison's magazine, June 1951, p. 4 of cover. © 10Jun51; KK63251.

Another Springmaid deb, Nancy Brown. (Cotton sheets) Sheet from Theatre arts, Sept. 1951, p. 4 of cover. © The Springs Cotton Mills; 15Aug51; KK67035.

How to make an extra buck. Springmaid. (Sheets) Sheet from the Wall Street journal, July 9, 1951, p. 14. © The Springs Cotton Mills; 9Jul51; KK64906.

SPUD CHIPS, INC. ©.
Shamrock potato chips. Label. © 21Feb51; KK63479.

SQUIBB (E. R.) AND SONS ©.
From experience comes faith. (Girl and crab) Squibb. (Pharmaceuticals) Sheet from Life, Dec. 3, 1951, p. 59. © 30Nov51; KK68199.

From experience comes faith. Squibb. (Girl in rocking chair. Pharmaceuticals) Sheet from Life, Oct. 8, 1951, p. 34. © 5Oct51; KK66152.

SQUIRT COMPANY.
Coast-to-coast the 1951 parade of new Squirt bottlers goes on-and-on. Bottle Squirt, the quality soft drink. Sheet from the American bottler, Nov. 1951, p. 103. © The Squirt Co.; 2Nov51; KK68609.

The hardest-hitting campaign in the beverage field. Squirt. Sheet from Wisconsin beverage journal, May 1951, p. 19. © The Squirt Co.; 6May51; KK63577.

I find Squirt ideal for Collins'. (Beverage) Sheet from Wisconsin beverage journal, July 1951, p. 12. © The Squirt Co.; 5Jul51; KK64976.

I switched to Squirt for smoother mixed drinks, more profit. (Soft drink) Sheet from Wisconsin beverage journal, Sept. 1951, p. 22. © The Squirt Co.; 4Sep51; KK66928.

If sweet soft drinks leave you reaching for a water-chaser, then switch to Squirt. Never an after-thirst. (Soft drink) Sheet from Life, Aug. 13, 1951, p. 123. © The Squirt Co.; 9Aug51; KK66985.

If sweet soft drinks leave you thirsty, then switch to Squirt. Sheet from This week, May 27, 1951, p. 30. © The Squirt Co.; 27May51; KK64975.

In 1951 Squirt starts ... (Beverage) Sheet from National bottlers' gazette, May 1951, p. 2. © The Squirt Co.; 8May51; KK63578.

The new national advertising campaign by Squirt. (Beverage) Sheet from Bottling industry, May 15, 1951, p. 5. © The Squirt Co.; 15May51; KK63576.

The Philadelphia story. Five score years and one ago, a small bottling plant was started in Philadelphia. Squirt. (Soft drink) Sheet from the American bottler, Oct. 1951, p. 57. © The Squirt Co.; 30Oct51; KK67999.

Squirt, best seller in town. (Soft drink) Sheet from the American bottler, Aug. 1951, p. 55. © The Squirt Co.; 3Aug51; KK66942.

Squirt mixes smoother with all liquors. Switch to Squirt for smoother mixed drinks. (Soft drink) Sheet from Wisconsin beverage journal, Oct. 1951, p. 23. © The Squirt Co.; 8Oct51; KK68431.

Squirt mixes the best drink in the house. Switch to Squirt for smoother mixed drinks. (Soft drink) Sheet from Wisconsin beverage journal, Nov. 1951, p. 20. © The Squirt Co.; 6Nov51; KK68430.

We agree: Squirt mixes smooth drinks, brings repeat business. (Soft drink) Sheet from Wisconsin beverages journal, Aug. 1951, p. 6. © The Squirt Co.; 6Aug51; KK66927.

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Jeri Stack-Binder shows how to stack with ease. (Sheets for aligning cans and jars) Sheet. © 15Jun51; KK67267.

This carton contains ___ packages of Stack-Binders, totaling ___ sheets. Jeri Stack-Binders [for aligning cans and jars] Label. © 15Jun51; KK67266.

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Compensation certificate. Friendship photos. Sheet. © 1Nov51; KK68307.

Friendship photos, popular from coast to coast. (Order blank and descriptive circular) Folder. © 1Nov51; KK68305.

Photo, do not bend. New, incomparable. The original Friendship photos. (Bulletin board advertising placard) Folder. © 1Nov51; KK68306.

STAGG (George T.) Company, also d.b.a. Ancient Age Distilling Company. SEE Ancient Age Distilling Company.

STAHMANN FARMS, INC. ©.
100 best ways to use pecans. The leading pecan recipe book. Del Cerro pecans. 32 p. © 21Oct51; KK67608.

STALEY MILLING COMPANY ©.
Best feed ever. Staley feeds; Chick Atoms. Sheet. © 15Mar51; KK65693.

Get your ticket for speeding hogs to market. Staley feeds; Bullets. Sheet. © 12Jul51; KK65691.

Get your ticket for speeding hogs to market. Staley feeds; Pro-Lass. Sheet. © 4Jul51; KK65690.

Give your chicks the grow sign. Chicks grow fast. Grower Atoms. (Feed) Sheet. © 16May51; KK65686.

One free pig in every Pig Mama litter. Staley feeds. Sheet. © 1Sep51; KK65689.

Pig Mama is the best sow, says Elton Allen. Staley feeds. Sheet. © 3Mar51; KK65687.

There's one free pig in every Pig Mama litter. Staley feeds. Sheet. © 31Jan51; KK65688.

Twins. Staley's amazing new hog supplement. (Feed) Sheet. © 20Jun51; KK65692.

We asked 2000 poultry raisers how they liked Staley Chick Atoms. It's the best feed ever. Sheet. © 29Apr51; KK65685.

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Fleischmann's active dry yeast. Label. © 27Aug51; KK65233.

Fleischmann's active dry yeast. Label. © 1Nov51; KK67447.

Tender Leaf tea bags; green tea, choice cut leaves. Label. © 1Oct51; KK66929.

Tender Leaf tea bags; orange pekoe and pekoe cut black tea. Label. © 1Oct51; KK66930.

STANDARD DISTILLERS PRODUCTS.
Club Special especially selected straight bourbon whiskey. Label. © Andrew W. Merle & Andrew W. Merle, jr., co-partners t.a. Standard Distillers Products; 16Aug51; KK64982.

STANDARD ENTERPRISES, INC. ©.
The original Daniel Boone 'coonskin cap. Label. © 17Sep51; KK67054.

STANDARD OIL COMPANY OF INDIANA ©.
Come in and save, king-size gas buy. Red Crown, the greatest go on earth. (Gasoline) Sheet from the Wall Street journal, Chicago journal of commerce ed., Oct. 9, 1951, p. 5. © 9Oct51; KK66369.

Come in and save. King-size gas buy. Red Crown, Standard. (Gasoline) Sheet from the Wall Street journal, Chicago journal of commerce ed., Sept. 24, 1951, p. 16. © Standard Oil Co. (Indiana); 24Sep51; KK65896.

STANDARD VARNISH WORKS ©.
As if an invisible hand were helping you. Color Carousel. Super Koverwall. (Paint) Sheet. © 14Aug51; KK66446.

Color Carousel by Standard. Super Koverwall. (Paint) 11 l. © 14Aug51; KK66448.

Elizabeth Burris-Meyer and the Super Koverwall Color Carousel by Standard. (Paint) 11 p. © 14Aug51; KK66440.

The Super Koverwall Color Carousel. (Paint) Folder. © 14Aug51; KK66447.

STANHOPE Manufacturing Company, owner, Studio Beauty Products Company. SEE Studio Beauty Products Company.

STANLEY HOME PRODUCTS, INC. ©.
Add beauty to your business. Wintermint facial with hexachlorophene. Stanhome. (Facial cream) Sheet. © 12Dec51; KK68452.

Aids to better grooming featured at Stanley parties. Stanhome. (Household cleaning products) Sheet from the Woman with woman's digest, special Stanley anthology, p. 81-85. © 1Aug51; KK65467.

Artistic Mrs. Ralph Hammeras says ... Stanhome. (Household cleaning products) Sheet from Life, July 23, 1951, p. 106. © 20Jul51; KK64359.

Attractive Mrs. Marie Allen says ... Stanhome. (Household cleaning products) Sheet from Life, May 28, 1951, p. 66. © 25May51; KK64361.

Degreaser. Stanhome. Label. © 11Oct51; KK66725.

E Z Glow wax. Stanhome. Label. © 24Jul51; KK65285.

5 work-savers for the care of furniture. Stanhome. (Household cleaning products) Sheet from the Woman with woman's digest, special Stanley anthology, p. 13-16. © 1Aug51; KK65466.

Floor cleaner and wax remover. Stanhome. Label. © 11Oct51; KK66699.

Furniture cream. Stanhome. Label. © 11Oct51; KK66698.

If husbands did the housework. Stanley; Stanhome. (Household cleaning products) Sheet from Life, Oct. 22, 1951, p. 145. © 19Oct51; KK66681.

Improved home permanent wave. Refill. Quality plus. 211. Stanhome. (Carton) Label. © 30Oct51; KK67120.

The new improved de luxe floor waxer. Stanhome. Sheet. © 7Aug51; KK65284.

Newest bath and grooming aids for babies. Stanhome. (Toiletries) Sheet from Life, June 25, 1951, p. 1. © 22Jun51; KK64360.

Nontox bowl cleaner. Stanhome. Label. © 15Oct51; KK66726.

Stanhome. Improved home permanent wave. 210. Label. © 25Oct51; KK67047.

Stanhome improved home permanent wave. Folder. © 3Oct51; KK66371.

Stanhome upholstery and rug shampoo, for all fabrics not harmed by water. Label. © 8Nov51; KK67567.

Stanley air freshener. Stanhome. Label. © 19Jun51; KK63452.

Stanley club parties raise money for churches, clubs, lodges. Stanhome. (Household products) Sheets from the Woman with woman's digest, special Stanley anthology, p. 93-98. © 1Aug51; KK65464.

Stanley offers opportunity for women. Stanhome. (Household cleaning agents) Sheet from Life, Apr. 23, 1951, p. 97. © 20Apr51; KK64194.

Stanley one pounder moth cake and container. Stanhome. Label. © 25Jul51; KK64886.

Stanley one pounder moth cake refill. Stanhome. (Carton) Label. © 25Jul51; KK64947.

Stanley perfumed crystals. Stanhome. (Moth crystals) Label. © 18Oct51; KK66727.

Stanley quality plus Amazo waxer. Stanhome, a Stanley home product. (Carton) Label. © 25Jul51; KK64476.

Stanley quality plus, squeeze mop, to sponge your floors. Stanhome. (Carton) Label. © 25Jul51; KK64950.

Stanley Sure-Kyl insecticide. Stanhome. Label. © 25Jul51; KK64633.

Try-it. Stanhome. (Liquid cleaner) Label. © 24Jul51; KK64887.

Twenty-three. Stanhome. (Green plastic bottle; deodorant) Label. © 4Sep51; KK65317.

Wanted. Even better, more efficient ways to make household clean-up work easier. Stanhome Try-It. Folder. © 13Sep51; KK65729.

Why women like this business creed. Stanhome. (Household cleaning products) Sheet from Life, Aug. 27, 1951, p. 66. © 24Aug51; KK64880.

Why women like this business creed. Stanhome. (Household cleaning products) Sheet from the Woman with woman's digest, special Stanley anthology, p. 2 of cover. © 1Aug51; KK65465.

Window Clean. Stanhome. (Window cleaner) Label. © 11Oct51; KK66697.

Wintermint facial with hexachlorophene. Stanhome. (Facial cream; jar) Label. © 10Oct51; KK66979.

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Young Mrs. Barbara Nunn Howell advises: start housekeeping right with a Stanley hostess party. (Cleaning products) Sheet from Life, Sept. 24, 1951, p. 94. © 21Sep51; KK65651.

Young mothers especially like Stanley hostess party shopping. Stanhome. (Household cleaning products) Sheet from Ladies home journal, Dec. 1951, p. 116. © 28Nov51; KK67948.

STANLEY PHYSICAL THERAPY EQUIPMENT AND SUPPLY COMPANY ©.
X-ray accessories. Apr. 1951. 11 p. © 1Aug51; KK67029.

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Fun 't spell. (Plastic letters, animals and mounting boards) Label. © Stanley Plastic Products Co., a sole proprietorship owned by Stanley E. Epstein; 10Jul51; KK64109.

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Star Metal presents Stamco-built equipment for the cafeteria, kitchen, and pantry. 23 p. © 1Nov51; KK68192.

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Important. Handy discount chart for computing tube prices. (Electronic tubes) Folder. © 1Nov51; KK67287.

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U have a friend. (Loans) Card. © 29Oct51; KK67367.

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The Stemco Corporation. This is Stemco Corporation. (Manufacturing facilities) Pamphlet. © 19Nov51; KK67949.

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Stenzel's Tickle Tim, pure California honey. Label. © Rudolph John Stenzel, d.b.a. R. Stenzel Food Products; 1Aug51; KK64687.

Stenzel's Tickle Tim, pure cane and tasty maple syrup. Label. © Rudolph John Stenzel, d.b.a. R. Stenzel Food Products; 12Jul51; KK64688.

STENZEL (R.) PICKLE PRODUCTS.
Stenzel's Tickle Tim kosher style dill pickles. Label. © Rudolph John Stenzel, d.b.a. R. Stenzel Pickle Products; 31Mar51; KK66683.

STENZEL, Rudolph John, d.b.a. R. Stenzel Food Products. SEE Stenzel (R.) Food Products.

STENZEL, Rudolph John, d.b.a. R. Stenzel Pickle Products. SEE Stenzel (R.) Pickle Products.

STEPHENSON AIR BRUSH PAINT COMPANY.
RMS surge control ... RMS relief valve. Folder. © Robert Mathew Stephenson, d.b.a. Stephenson Air Brush Paint Co.; 27Jun51; KK63433.

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1951-52 calendar. Sterling beer. Poster. © 15Feb51; KK64863.

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Patek Philippe is also the world's foremost watch for fastidious women. Sheet from Harper's bazaar, June 1951, p. 120. © The Henri Stern Watch Agency, inc.; 1Jun51; KK67137.

Universal Genève. For wonderful carefree timekeepers. (Watches) Sheet from Harper's bazaar, May 1951, p. 161. © The Henri Stern Watch Agency, inc.; 1May51; KK67136.

STERN (HENRI) WATCH AGENCY, INC. Universal Division.
Universal. What more? What more in style, exclusiveness and values ... (Watches) Sheet from Jewelry, Nov. 1951, p. 18. © The Henri Stern Watch Agency, inc., Universal Division; 1Nov51; KK68411.

STERN AND COMPANY ©.
Stern's give you the protection you've been waiting for. Color television. Emerson [television sets] Sheet from the Philadelphia bulletin, Aug. 1, 1951, p. 25. © 1Aug51; KK65126.

13 stores give you the protection you've been waiting for. Emerson. (Television) Sheet from Philadelphia inquirer, July 29, 1951, p. 16A. © 29Jul51; KK65245.

STILLER, Robert Paul, d.b.a. Plate-Cote of Milwaukee. SEE Plate-Cote of Milwaukee.

STOCK CAR PRODUCTS, INC. ©.
Auto-Butt-Ler car ashtrays. Empty outside with a flick of a finger. Card. © 6Jul51; KK63812.

STOCK YARDS PACKING COMPANY, INC. ©.
Your pleasure chest of steaks. Pamphlet. © 26Nov51; KK67925.

STOFFEL SEALS CORPORATION ©.
New and different Stoffel breast seal tag [for poultry] Sheet. © 30Jul51; KK66529.

Obtain consumer recognition with Stoffel poultry seals. Sheet. © 8Oct51; KK66528.

STONE, N. G., Melvin J. Gordon, and S. Z. Gordon, co-partners in Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

STONECIPHER (W. L.) COMPANY.
Here is the answer. Vita Tone. (Hair preserver) Sheet. © W. L. Stonecipher, d.b.a. W. L. Stonecipher Co.; 5Jun51; KK63463.

STOVNER, Katherine Heinrich, sole owner, Stovner Enterprises. SEE Stovner Enterprises.

STOVNER ENTERPRISES.
Save, spend, share. (Statuette) Label. © Stovner Enterprises, Katherine Heinrich Stovner, sole owner; 15Jun51; KK63454.

STOW MANUFACTURING COMPANY ©.
Stow flexible shafting. Engineering data for power drive, for remote control. 11 p. © 15Jul51; KK65176.

STRAUB BREWERY, INC. ©.
Straub fine beer. Label. © 27Aug51; KK65209.

STRAUS (NATHAN) - DUPARQUET, INC. ©.
Merchandise news. (Kitchen and restaurant equipment) Folder. Fall 1951. © 28Sep51; KK66092.

STREET (R. R.) AND COMPANY, INC. ©.
Cyclo, Picrin, Anolite, Blendsol. (Chemicals for industrial dry cleaners) Sheet from National cleaner & dyer, Oct. 1951. © 10Oct51; KK67253.

Drycleaners acclaim new method of using strong soap process. (Formula 886) Sheet from National cleaner & dyer, Sept. 1951. © 7Sep51; KK65313.

New method of testing makes strong soap process practical for all. (Anhydrous emulsifier) Sheet from National cleaner & dyer, Aug. 1951. © 6Aug51; KK64840.

Pyratex, base for making wet or dry spotter. Sheet from National cleaner & dyer, June 1951. © 5Jun51; KK63384.

The strong soap solution is impractical without a method for testing. (Emulsion for industrial dry cleaners) Sheet from National cleaner & dyer, Oct. 1951. © 10Oct51; KK67254.

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Strickler's reminders. Famous for producing promptness & building good will since 1915. (Commercial credit reminders) Folder. © 18Oct51; KK67009.

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Order yours now. Mr. Grocer, you will have your hands full filling orders for Mrs. Hostess pailfulls. (Food products) Sheet. © 3Oct51; KK66147.

STROMBERG-CARLSON COMPANY ©.
Better for giving, better for receiving. Stromberg-Carlson [television] Sheet from the New Yorker, Dec. 1, 1951, p. 29. © 29Nov51; KK68137.

The Chinese classic by Stromberg-Carlson. (Television) Sheet from Life, Sept. 10, 1951, p. 66. © 7Sep51; KK65712.

The 18th Century by Stromberg-Carlson. Television-radio-phonograph. Sheet from the New Yorker, Oct. 6, 1951, p. 20. © 4Oct51; KK66311.

Lulls you to sleep, wakes you up, times your cooking ... Stromberg-Carlson Musi Clock. (Clock-radio) Sheet from the Saturday evening post, Sept. 8, 1951, p. 142. © 5Sep51; KK65262.

New, Stromberg-Carlson MusiClock. (Clock-radio) Sheet from the Saturday evening post, Nov. 24, 1951, p. 109. © 21Nov51; KK68385.

The new world by Stromberg-Carlson. Television-radio-phonograph. Sheet from the New Yorker, Nov. 3, 1951, p. 90. © 1Nov51; KK67335.

The Stancliffe. There is nothing finer than a Stromberg-Carlson. (Radio and television) Sheet from the New Yorker, July 14, 1951, p. 37. © 12Jul51; KK63961.

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Stuart's Scottish Arms, blended Scotch whiskey. Label. © 22Aug51; KK65175.

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Famous Studebaker father-and-son craftsmanship helps car owners to save on repair bills. (Motor cars and trucks) Sheet from Country gentleman, Nov. 1951, p. 3 of cover. © The Studebaker Corp.; 31Oct51; KK67104.

Get a Studebaker truck and save gas every mile. Sheet from the Saturday evening post, Oct. 20, 1951, p. 81. © The Studebaker Corp.; 17Oct51; KK66587.

Get more miles per gallon. Get a Studebaker truck. Sheet from Capper's farmer, Sept. 1951, p. 2. © The Studebaker Corp.; 8Aug51; KK64872.

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The great new Studebaker Commander V-8. (Motor car) Sheet from Life, July 2, 1951, p. 2 of cover. © 29Jun51; KK63430.

Great new Studebaker Commander V-8. (Motor cars) Sheet from Life, Apr. 16, 1951, p. 2 of cover. © The Studebaker Corp.; 12Apr51; KK65502.

Keep rolling and saving with a Studebaker truck. Sheet from Country gentleman, Apr. 1951, p. 39. © The Studebaker Corp.; 28Mar51; KK64338.

Month after month, sons of Studebaker craftsmen proudly qualify to work alongside their dads. (Motor cars & trucks) Sheet from the Saturday evening post, Nov. 10, 1951, p. 94. © The Studebaker Corp.; 7Nov51; KK67323.

New 120 h.p. Studebaker Commander V-8. (Automobile) Sheet from the Saturday evening post, Oct. 6, 1951, p. 89. © The Studebaker Corp.; 3Oct51; KK66111.

New 120 h.p. Studebaker Commander V-8. (Motor cars) Sheet from Collier's, Sept. 22, 1951, p. 2 of cover. © The Studebaker Corp.; 14Sep51; KK65534.

Save money on gas! Get a Studebaker truck. Sheet from Successful farming, Aug. 1951, p. 55. © The Studebaker Corp.; 16Jul51; KK67877.

Save money on gas with a Studebaker truck. Sheet from the Saturday evening post, July 14, 1951, p. 72. © The Studebaker Corp.; 11Jul51; KK63538.

Smart farmers save gas with Studebaker trucks. Sheet from Country gentleman, Oct. 1951, p. 52. © The Studebaker Corp.; 26Sep51; KK65822.

Spectacular Studebaker Commander V-8. (Automobiles) Sheet from Collier's, Aug. 11, 1951, p. 2 of cover. © The Studebaker Corp.; 3Aug51; KK64339.

A streamlined Studebaker truck has the right design for gas saving. Sheet from the Saturday evening post, Dec. 22, 1951, p. 2. © The Studebaker Corp.; 19Dec51; KK68625.

A Studebaker truck is an all-year marvel of a gas-saver for any farmer. Sheet from Country gentleman, Dec. 1951, p. 15. © The Studebaker Corp.; 28Nov51; KK67946.

Top value of the top 4. Studebaker Champion. (Automobiles) Sheet from Time, Apr. 9, 1951, p. 2 of cover. © The Studebaker Corp.; 5Apr51; KK64340.

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Solo shampoo cold wave. Label. © Studio Beauty Products Co., owned by Stanhope Manufacturing Co.; 31May51; KK63166.

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New Stuhmer's rye, real delicious rye bread. Label. © 18Jul51; KK66129.

Stuhmer's Milk'n'Honey white bread. Label. © 14Jun51; KK63546.

STUMPF, EDWARD P. ©.
Miles of smiles with Ed Stumpf's Service. (Petroleum products) Sheet from Lancaster motorist, Lancaster, Pa., Aug. 1951, p. 12-13. © 15Aug51; KK64909.

SUCREST Division, American Molasses Company. SEE American Molasses Company. Sucrest Division.

SULPHO-NAPTHOL COMPANY ©.
Cabot's Sylpho Nathol. (Antiseptic disinfectant) Label. © 15May51; KK64131.

SUMMERS, Norman E., d.b.a. Hollywood School Photo Association. SEE Hollywood School Photo Association.

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Secrets of petroleum science revealed. Sunoco. (Petroleum products) Pamphlet. © 29Mar51; KK66333.

SUNBEAM CORPORATION ©.
Photomicrographs show Sunbeam Shavemaster shaves any beard closer and smoother. Sheet from the Saturday evening post, Mar. 24, 1951, p. 9. © 21Mar51; KK64760.

Sunbeam Shavemaster has the twice-as-wide shaving head that shaves twice as much beard ... Sheet from the Saturday evening post, Mar. 24, 1951, p. 8. © 21Mar51; KK64759.

SUNFILM CORPORATION.
Sunfilm. Directions. (Liquid for forming optical filters) Folder. © The Sunfilm Corp.; 2Jul51; KK63544.

Sunfilm. (Liquid for forming optical filters) Label. © The Sunfilm Corp.; 2Jul51; KK63545.

SUPER MARKET INSTITUTE ©.
Advertising-promotion service. (Food) Pamphlet.
Aug. 1951. © 13Jul51; KK63647.
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SUPERBA CRAVATS, INC. ©.
America's greatest solid-color tie at $1.00, Bur-Mil by Superba Cravats. Sheet from Esquire, Apr. 1951. © 15Mar51; KK64738.

SUPERIOR SLEEPRITE CORPORATION ©.
3-way-use sleeper. Stor-Bak Sleeprite. (Couch beds) Sheet. © 12Nov51; KK68318.

The wonderful new Stor-Bak sleeper. Sleeprite. (Sofa beds) Sheet. © 8Dec51; KK68323.

SUPPIGER (G. S.) COMPANY.
Brooks light red kidney beans. Contents 1 lb. 1/2 oz. Label. © The G. S. Suppiger Co.; 5Jul51; KK66596.

Brooks pork and beans in tomato sauce. Label. © The G. S. Suppiger Co.; 1Nov51; KK67379.

Brooks red beans. Label. © The G. S. Suppiger Co.; 15Nov51; KK67706.

Brooks Smoke Flavored barbecue sauce. Label. © The G. S. Suppiger Co.; 15Nov51; KK67705.

SUPREME MANUFACTURING COMPANY.
Glov-Guide, the long life line of work gloves. Sheet. © Helen S. Frankenstein, t.a. Supreme Manufacturing Co.; 29Sep51; KK66142.

The Supreme Glove-O-Graph, a complete one-line description of every style number. (Work gloves) Sheet. © Helen S. Frankenstein, t.a. Supreme Manufacturing Co.; 29Sep51; KK66143.

SURFACE COMBUSTION CORPORATION ©.
Delta T, dimension of control. Janitrol. (Aircraft heaters) Sheet from Aeronautical engineering review, Nov. 1951, p. 130-131. © 12Nov51; KK67793.

SUTHERLAND PAPER COMPANY ©.
Holiday strawberry ice cream. Label. © 24Jun51 (in notice: 1950); KK63792.

SWEDLIN (J.) INC. ©.
A Gund creation. (Stuffed toys) Label.
1E 1951 CX. [Double bow with yellow and purple stripes] © 25Oct50; KK64270.
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3E 1951 AB. [Rabbit and Maypole in yellow and purple stripes] © 25Oct50; KK64271.
4E 1951 AB. [Oval with yellow and purple stripes] © 25Oct50; KK64269.
F 1951 AB. [Goldilocks and three bears in yellow and red] © 1Mar51; KK64273.

Slumber pup dream house. © 21May51; KK64274.

SWISS FEDERATION OF WATCH MANUFACTURERS ©.
No gift so wonderful as a fine Swiss watch. Sheet from Life, July 16, 1951, p. 17. © 13Jul51; KK63808.

Why only a jeweler can help you choose a fine Swiss watch. Sheet from Life, Oct. 22, 1951, p. 98. © 19Oct51; KK66915.

Why the finest watch you can give is sure to be Swiss. Sheet from Life, Nov. 12, 1951, p. 150. © 9Nov51; KK67511.

SWIVELIER COMPANY, INC. ©.
Swivelier reflectores giratorios de enfoque universal. (Electrical lighting fixtures) Folder. © 1Jun51; KK66125.

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Attention: Beer lovers. Try today's CV. Sheet from Daily news, Midland, Mich., Nov. 14, 1951, p. 2, © 14Nov51; KK67694.

Drink the beer that tastes like a million. Champagne Velvet. Sheet from Commercial appeal, July 3, 1951, p. 9. © 3Jul51; KK64113.

For the beer that tastes like a million, say CV. Champagne Velvet. Sheet from Journal & courier, Lafayette, Ind., July 25, 1951, p. 10. © 25Jul51; KK64613.

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Million dollar flavor. Champagne Velvet beer. Sheet from Grand Rapids herald, July 6, 1951, p. 9. © The Terre Haute Brewing Co., inc.; 6Jul51; KK64114.

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Let's face it, Imogene. Thor Automatic. (Washing machines) Sheet from Buffalo courier-express, Nov. 25, 1951, p. 7B. © 25Nov51; KK68315.

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Say, Imogene Coca, have you seen the new Thor Automatic? (Washing machine) Sheet from Chicago tribune, Oct. 7, 1951, p. 15. © 7Oct51; KK67312.

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If you feel like eating this page, you'll want to read about the Union Pacific's roller freight. Timken tapered roller bearings. Sheet from Newsweek, June 4, 1951. © The Timken Roller Bearing Co.; 4Jun51; KK63431.

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The new Toledobilt replacement engine program. Sheet from Motor, Mar. 1951, p. 184. © The Toledo Steel Products Co.; 15Mar51; KK66745.

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UNCIANO, Zacarias F., and Dorothy L. Unciano, co-owners, Unciano Food Products Company Division of Unciano International Company, ltd. SEE Unciano International Company, ltd. Unciano Food Products Company Division.

UNCIANO Food Products Company, division of Unciano International Company, ltd. SEE Unciano International Company, ltd. Unciano Food Products Company Division.

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Simple as A, B, C. Prepare accounts ... on the Underwood Sundstrand accounts payable accounting machine. Sheet from Department store economist, Oct. 1951. © 6Sep51; KK67516.

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Step up profits with Underwood's step up line. (Typewriters) Sheet. © 29Jun51; KK65273.

They've got rhythm, rhythm touch, and do we like them? Very much. The Underwood Rhythm Touch deluxe [typewriter] Sheet from Charm, Nov. 1951. © 8Oct51; KK67520.

30,343,161 families. That's the staggering coverage of the Underwood Christmas campaign on portables. (Typewriters) Folder. © 8Oct51; KK67518.

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Formula 14. Pure herb preparation with V B-1 added. Label. © 1Nov51; KK67296.

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Hurray for the grape juice, crash went the bandit. Welch's. Sheet from Life, July 2, 1951. © The Welch Grape Juice Co.; 2Jul51; KK63428.

Hurray for the grape juice, crash went the wolf. Little Red Riding Hood. Sheet from Life, Aug. 20, 1951. © The Welch Grape Juice Co.; 17Aug51; KK64653.

Hurray for the Welch's. Clunk went the wicked fairy. (Grape juice) Sheet from Life, July 23, 1951. © The Welch Grape Juice Co.; 23Jul51; KK63913.

Hurray for the Welch's. Flip went the queen. (Frozen grape juice) Sheet from Woman's home companion, Aug. 1951. © The Welch Grape Juice Co.; 23Jul51; KK64268.

WELLCO SHOE CORPORATION ©.
One step, or a million steps from now, you'll be glad you bought Wellco Foamtred. (Shoes) Label. © 8Nov51; KK67424.

WEMBLEY, INC. ©.
Are you getting your share of this big business? Bow-tie business is big business. Folder. © 1Dec51; KK68176.

Are you getting your share of this big business? Bow tie business is big business. Wembley. Folder. © 12Nov51; KK67620.

Are you one of the 10,000? Wembley Nor-East Non-Crush. (Neckwear) Folder. © 5Nov51; KK67616.

Back again, fine as ever, same superb quality at no increase in price. Wembley. (Neck-ties) Sheet from Men's reporter news weekly, Oct. 22, 1951, p. 2. © 22Oct51; KK67700.

Facts of interest. Wembley Nor-East Non-Crush. (Neckwear) Folder. © 10Oct51; KK66970.

I'm the love of her life. She gave me a Wembley necktie. Sheet from Men's wear, Nov. 23, 1951, p. 17. © 23Nov51 (in notice: 1952); KK68360.

In a class by himself. Wembley times it right for graduation ... (Neckwear) Folder. © 3Dec51 (in notice: 1952); KK68175.

In more than 10,000 of the finest stores coast to coast. Wembley. (Neck-ties) Sheets from Men's reporter news weekly, Nov. 19, 1951, p. 2-3. © 19Nov51; KK67699.

Mr. Retailer, here is your gift. Wembley. (Neckwear) Folder. © 1Jun51; KK63623.

More people buy from this tie rack than any other in the world. Wembley Nor-East Non-Crush. [Man and woman] (Neckties) Sheet from Men's reporter, Sept. 3, 1951, p. 2 of cover. © 3Sep51; KK65472.

More people buy from this tie rack than any other in the world. Wembley Nor-East Non-Crush. [Woman] (Neckties) Sheet from Men's wear, Sept. 7, 1951, p. 85. © 7Sep51; KK65473.

A new exciting Winter Wonderland. Wembley neckwear. Sheet from Men's reporter news weekly, Sept. 10, 1951, p. 2 of cover. © 10Sep51; KK65909.

Stained glass Wembley neckwear. (Ties) Sheet from Men's reporter news weekly, Sept. 24, 1951, p. 2. © 24Sep51; KK67046.

This is a very important customer. Are you ready for him? Wembley. [Neckwear] Folder. © 25Aug51; KK65173.

3 instead of one. What an idea. To help you sell more ties this Christmas. Wembley's wardrobe sets. Folder. © 20ct51; KK66377.

Wembley loves retailers who love more profits. Full color pages for your valentine selling. (Men's ties) Folder. © 220ct51; KK67013.

Wembley neckwear inspired by Navajo design. (Men's neckwear) Sheet from Esquire, Sept. 1951, p. 102. © 10Aug51; KK64524.

Wembley neckwear inspired by the Oriental romance of Paisley. (Men's neck ties) Sheet from Men's wear, Aug. 24, 1951, p. 17. © 24Aug51; KK65326.

Wembley neckwear sings in color quartet. (Neck ties) Sheet from Men's wear, July 27, 1951, p. 5. © 27Jul51; KK64289.

Wembley neckwear, Touch of Fire. (Men's neck ties) Sheet from Men's wear, Aug. 10, 1951, p. 9. © 10Aug51; KK65325.

Wembley $1.50 neckwear leads the nation. Sheet from Men's reporter news weekly, Oct. 22, 1951, p. 4-5. © 220ct51; KK67630.

Wembley's ideal Christmas gift. (Men's neckties) Sheet from Men's reporter news weekly, Oct. 8, 1951, p. 2. © 80ct51; KK66540.

What a valentine. For valentine sales and everyday sales, you'll love that Wembley Nor-East. (Neckwear) Folder. © 1Dec51 (in notice: 1952); KK68174.

Who done it? It's no mystery. Wembley Nor-East non-crush ties. (Neckwear) Folder. © 25Nov51; KK68173.

Why your Wembley Nor-East tie rack rings your cash register. (Neckties) Sheet from Men's wear, Nov. 23, 1951, p. 51. © 23Nov51; KK67850.

WES-KO DISTRIBUTORS, INC. ©.

Pres-Stay. Adhesive, re-usable collar stays. Label. © 10Mar48; KK63385.

WES-KO Distributors, inc., d.b.a. Wes-Ko Products. SEE Wes-Ko Products.

WES-KO PRODUCTS.

Mr. Big Pig. (Piggy banks) Label. © Wes-Ko Distributors, inc., d.b.a. Wes-Ko Products; 60ct51; KK66690.

WESSON OIL AND SNOWDRIFT COMPANY, INC. ©.

Tell us why you like Betty Crocker's new easy Stir-N-Roll recipes. Win $100 a month for life. Wesson (salad) oil and Gold Medal flour. Sheet from This week, Feb. 11, 1951, p. 17. © 11Feb51; KK66986.

WEST BEND ALUMINUM COMPANY ©.

Bake potatoes in a jiffy. West Bend electric Ovenette. Sheet. © 240ct51; KK66964.

Color in your coffee service. West Bend Flavo-matic. (Electric coffee makers) Sheet. © 22Jun51; KK64010.

Give these gifts and you won't need mistletoe. West Bend. (Electric baking unit, electric corn popper, electric bean pot) Sheet. © 28Nov51; KK68046.

Good news, good coffee, good looks. The new Flavo-matic percolator ... Sheet. © 20Sep51; KK65659.

Here's help for busy housewives. West Bend. (Cooking utensils) Sheet. © 100ct51; KK66858.

Join the million users who can't be wrong. West Bend Flavo-Matic, the fully automatic percolator, makes delicious coffee every time. Sheet. © 170ct51; KK66590.

M-m-m, real home baked beans. West Bend electric simmer-baking bean pot. Sheet. © 20Sep51; KK65660.

Now in color, to catch even more bouquets. West Bend Flavo-Matic. (Automatic electric coffeemaker) Sheet. © 50ct51; K66802.

Over a million users prefer West Bend Flavo-Matic. (Coffee makers) Sheet. © 250ct51; KK67613.

West Bend electric Ovenette. (Roasters) Sheet. © 240ct51; KK67625.

WEST DISINFECTING COMPANY ©.

Cleanliness isn't enough. Remove the cause of odors on a regular schedule. (Deodorizers) Folder. © 1Sep51; KK66620.

Exclusive distributors of Kotex sanitary napkins sold through vending machines. Folder. © 1Aug51; KK66622.

Sanitizes as it cleans. Sanikleen. West Sanikleen cuts washing time in half. (Detergents and soaps) Folder. © 1Aug51; KK66621.

Stop the spread of athlete's foot here. Showersan. (Disinfectant) Folder. © 1Aug51; KK67834.

WEST INDIA SALES, LTD. ©.

Your Homemaker portable sewing machine. 6 p. © 27Aug51; KK65471.

WEST POINT LAWN PRODUCTS ©.

Choose from five different models. Aerifier. (Agricultural implements) Sheet from Golfdom, Oct. 1951, p. 50-51. © 240ct51; KK66973.

Flexi-Comb. Fits fairway mower units. Folder. © 15Jul51; KK64566.

G-T model Aerifier. For the larger lawn. Economy aerification for all moderate sized turf areas. Sheet. © 10Aug51; KK64407.

Ideal seedbed preparation; reseeding thin turf areas ... Aerifier. (Agricultural implement) Sheet from Golfdom, Sept. 1951, p. 9. © 18Sep51; KK65523.

Perfect team for fairways. F-G '51 Aerifier. Flexi-Comb. (Agricultural implements) Sheet from Golfdom, Aug. 1951, p. 7. © 17Aug51; KK64634.

We believe in passing good information along to other golf courses. Aerifier. (Agricultural implement) Sheet from Golfdom, July 1951, p. 8. © 18Jul51; KK63940.

WESTEN'S ©.

Westen's, the mail order leader of the west. Complete speed and crown graphic outfits. Minox III, Linhof. (Cameras) Sheet from Popular photography, Oct. 1951, p. 25. © 10Sep51; KK65664.

WESTERN AUTO SUPPLY COMPANY ©.

For 5 straight years Wizard dares make the strongest guarantee in outboard history. Sheet from Outdoor life, Feb. 1951, p. 65. © 1Feb51; KK65345.

How the Martins found a way to live better on less money. Western Auto. Wizard. (Household appliances and auto supplies) Sheet from the Progressive farmer, May 1951, p. 43. © 1May51; KK68504.

Look at these money-savers for home and car. Truetone. Davis. Wizard. (Radios, home appliances, auto supplies) Sheet from the Progressive farmer, Oct. 1951, p. 35. © 1Oct51; KK68505.

Look at these money-saving August specials. Wizard. Davis. Western Flyer. (Household appliances, bicycle, auto supplies) Sheet from the Progressive farmer, Aug. 1951, p. 37. © 1Aug51; KK68508.

Look at these money-saving July specials. Wizard. Western Flyers. (Home appliances, bicycle, auto supplies) Sheet from the Progressive farmer, July 1951, p. 35. © 1Jul51; KK68511.

New-engine your car now. Stop costly repair bills. Wizard-ized engine, factory remanufactured. Sheet from the Progressive farmer, Aug. 1951, p. 39. © 1Aug51; KK68509.

New-engine your car now with a low-cost Wizard-ized engine. Factory remanufactured. Sheet from the Progressive farmer, Sept. 1951, p. 37. © 1Sep51; KK68506.

This big 1/4 ton [food] freezer yours, for $150 less than many others of similar size. Wizard. Sheet from the Progressive farmer, Aug. 1951, p. 36. © 1Aug51; KK68510.

We're proud of our Wizard kitchen, and our new "Western Auto" car. (Household appliances and auto supplies) Sheet from the Progressive farmer, June 1951, p. 44-45. © 1Jun51; KK68512.

We've put an extra $156 in the bank. Wizard. Truetone. Davis. Western Flyer. (Household appliances, bicycle, auto supplies) Sheet from the Progressive farmer, Sept. 1951, p. 35. © 1Sep51; KK68507.

You'll be proud to own famous Wizard appliances and thrilled with these low Western Auto prices. Just 30 minutes at Western Auto showed us how to live better on less money. Western Flyer. Davis. Truetone. (Radio, bicycle, auto and household supplies) Sheet from the Progressive farmer, Nov. 1951, p. 36-37. © 1Nov51; KK68513.

WESTERN CONDENSING COMPANY ©.

Peebles' whey products for mixed feeds. Folder. © 10Sep51; KK67385.

WESTERN COOPERATIVE HATCHERIES ©.

We feature Washington White Super-Chick fryers. (Dressed poultry) Sheet. © 15Nov51; KK68324.

WESTERN MACHINERY COMPANY ©.

Classifier, 54" duplex, S. H., general arrangement submerged spiral series 150. 10347. (Ore dressing equipment) Sheet. © 18Jan51; KK68585.

Classifier, 96" duplex, SH, general arrangement series 125 (standard weir) 10356. (Ore dressing equipment) Sheet. © 19Feb51; KK68586.

Coal spiral, 24" to 78", SH, general arrangement. 20557. (Ore dressing equipment) Sheet. © 23Mar51; KK68587.

Cone separator, 7'-0" dia., inside air lift, general arrangement for 3 Mobil-Mill. 20600. (Ore dressing equipment) Sheet. © 8May51; KK68584.

Cone separator, 10'-0" dia., general arrangement. 20698. (Ore dressing equipment) Sheet. © 11Sep51; KK68593.

WESTERN MACHINERY COMPANY ©. Cont'd.

HMS Mobil-Mill, 1, general arrangement with 4' x 4' drum separator. 119-1021A. (Ore dressing equipment) Sheet. © 22Aug51; KK68576.

HMS Mobil-Mill, no. 1, mod. spec., general arrangement with 5' cone & feed prep. unit. 119-1026A. (Ore dressing equipment) Sheet. © 21Sep51; KK68575.

HMS Mobil-Mill, 2, general arrangement with 7 ft. cone separator. 119-288A. (Ore dressing equipment) Sheet. © 27Sep51; KK68579.

HMS Mobil-Mill, 2, general arrangement with 6' x 5' drum separator. 119-226A. (Ore dressing equipment) Sheet. © 9Feb51; KK68580.

HMS Mobil-Mill, 2 TPH, general arrangement with 30" x 36" drum separator. 119-1002A. (Ore dressing equipment) Sheet. © 3Jul51; KK68577.

HMS Mobil-Mill, 3, general arrangement with 14' dia. cone separator. 119-3064A. (Ore dressing equipment) Sheet. © 12Mar51; KK68574.

HMS Mobil-Mill, 3, modified, general arrangement with 7' dia. cone separator. 119-3077A. (Ore dressing equipment) Sheet. © 17Mar51; KK68572.

HMS Mobil-Mill, 3 modified, general arrangement with 7' dia. cone separator & 36" Memco mag. separator. 119-3071A. (Ore dressing equipment) Sheet. © 17Mar51; KK68573.

HMS Mobil-Mill, 4, general arrangement with 8' x 6' drum separator. 119-4032A. (Ore dressing equipment) Sheet. © 21Feb51; KK68571.

HMS Mobil-Mill, 4, general arrangement with 8' x 6' drum separator. 119-4062A. (Ore dressing equipment) Sheet. © 29Mar51; KK68570.

HMS Mobil-Mill, 4C, general arrangement with 8' x 12' - 2 compartment drum. 119-4110A. (Ore dressing equipment) Sheet. © 11May51; KK68568.

HMS Mobil-Mill, 4C, general arrangement with 10' dia. cone separator. 119-4165A. (Ore dressing equipment) Sheet. © 6Jul51; KK68583.

HMS Mobil-Mill, 4C modified, general arrangement with 8' x 12' drum separator. 119-4119A. (Ore dressing equipment) Sheet. © 2Jun51; KK68567.

HMS Mobil-Mill, 4C modified, general arrangement with 8' x 12' drum separator. 119-4128A. (Ore dressing equipment) Sheet. © 5Jun51; KK68562.

HMS Mobil-Mill, 4M, general arrangement with 8' x 6' drum separator. 119-4156A. (Ore dressing equipment) Sheet. © 27Jun51; KK68581.

HMS Mobil-Mill, 4M mod., general arrangement with 8' x 8' heavy duty drum & 5" mag. sep. feed pump & sump. 119-4078A. (Ore dressing equipment) Sheet. © 19Apr51; KK68569.

HMS Mobil-Mill, 4M, mod., general arrangement with 8' x 8' std. drum. 119-4269A. (Ore dressing equipment) Sheet. © 5Dec51; KK68582.

HMS Mobil-Mill, 5M special, general arrangement with 8' x 8' heavy duty drum separator and three magnetic separators. 119-5063A. (Ore dressing equipment) Sheet. © 1Jul51; KK68564.

HMS Mobil-Mill, 5M special, general arrangement with 10' x 10' drum separator. 119-5204A. (Ore dressing equipment) Sheet. © 21Sep51; KK68565.

Sand attrition, 30" x 30", 3-cell, general arrangement. 20688. (Ore dressing equipment) Sheet. © 25Oct51; KK68588.

Three product cyclone, 9", general arrangement. 10456. (Ore dressing equipment) Sheet. © 28Jun51; KK68592.

300 TPH special HMS plant, general arrangement with 10' x 10' drum separator. 119-5229A. (Ore dressing equipment) Sheet. © 10Dec51; KK68590.

300 TPH special HMS plant, general arrangement with 10' x 10' drum separator & additional 8' x 6' drum separator section. 119-5234A. (Ore dressing equipment) Sheet. © 13Dec51; KK68589.

WKE (HMS) Mobil-Mill, 4 modified, C, general arrangement with 8' dia. drum separator. 119-491A. (Ore dressing equipment) Sheet. © 8Jan51; KK68578.

WKE (HMS) Mobil-Mill, no. 5, modified, general arrangement with 18' dia. cone, double deck washing screens, & top mounted 48" & 36" magnetic separators. 119-5225A. (Ore dressing equipment) Sheet. © 12Dec51; KK68591.

WKE (HMS) Mobile Mill, no. 5, modified, general arrangement with 14' cone & double deck washing screen. 119-5210A. (Ore dressing equipment) Sheet. © 22Oct51; KK68566.

WKE (HMS) Mobil-Mill, no. 5C, modified, general arrangement with 14' cone & double deck washing screen. 119-5057A. (Ore dressing equipment) Sheet. © 13Oct51; KK68563.

WESTGATE-SUN HARBOR COMPANY ©.

Breast O' Chicken ... best o' tuna. Sheet from Life, June 25, 1951, p. 116. © 22Jun51; KK64034.

Breast-O'-Chicken brand, fancy solid pack tuna. Contents 7 oz. avoir. Label. © 25Sep51; KK66292.

Breast-O'-Chicken chunk pack white meat tuna. Label. © 2Nov51; KK67382.

Breast o' Chicken, the brand that brings you only the best o' tuna. (Sunflower salad plate) Sheet from Good housekeeping, Aug. 1951. © 20Jul51; KK68462.

WESTINGHOUSE ELECTRIC CORPORATION ©.

Clotheslines are for the birds. Dry your clothes in a Westinghouse clothes dryer. Poster. © 6Jul51; KK65271.

Clotheslines are for the birds; dry your clothes in a Westinghouse electric clothes dryer. Poster. © 28Sep51; KK67091.

Clotheslines are for the birds. Westinghouse clothes dryer is for you. Sheet. © 30Jul51; KK65526.

Red hot in 30 seconds. Cook with stop watch speed. Westinghouse speed-electric range. (Stop watch design) Poster. © 13Sep51; KK65761.

Westinghouse Laundromat automatic washer. Wash away, rinse away action. Poster. © 5Jul51; KK65272.

WESTINGHOUSE ELECTRIC SUPPLY COMPANY ©.

Certificate of award. Keen-Teen Klub. Westinghouse. (Electrical appliances) Sheet. © 22May51; KK64206.

WEYER (GEORGE H.) INC. ©.

Weyer. The beauty shop buying guide and reference book, 1951. (Beauty and barber shop supplies) 88 p. © 18May51; KK63714.

WHIRLPOOL CORPORATION ©.

Lovely to look at ... 1951 Whirlpool automatic washer. Sheet from Saturday evening post, Nov. 18, 1950, p. 169. © 15Nov50; KK63616.

Whirlpool, America's first family of home laundering. Sheets. © 15Oct51; KK66734.

WHITE, BOB ©.

He-Man brand chili Conk with beans. (Conch chili) Label. © 6Oct51; KK67112.

He-Man brand Conk chowder. (Conch chowder) Label. © 6Oct51; KK67111.

He-Man brand Conktail. (Conch juice) Label. © 6Oct51; KK67110.

WHITE, Clifford W., d.b.a. Chicken on Call. SEE Chicken on Call.

WHITE, PHILIP H. ©.

Time allowed for interviews in this office. Compliments of Consolidated Telephone Answering Service. Sheet. © 31Aug51; KK65541.

WHITE PRODUCTS CORPORATION ©.

Home happiness also depends on hot water, plenty of it always. White Water-Hotter. (Electric and gas water heaters) Sheet from Country gentleman, Oct. 1951, p. 167. © 26Sep51; KK66177.

More than 100 sold last year. That should prove what we think of White Water Hotters. (Water heaters) Sheet from Electrical south, June 1951, p. 110. © 12Jun51; KK63883.

School days call for more hot, hot water. White Water-Hotter. (Electric and gas water heaters) Sheet from Better homes & gardens, Sept. 1951, p. 250. © 15Aug51; KK66174.

We always like to know where we are going ... C. A. Burkhard. White Water-Hotter. (Electric and gas water heaters) Sheet from Electrical merchandising, Sept. 1951, p. 33. © 1Sep51; KK66178.

With us, says Mr. Walter C. Gray, assets are friends and money. White Water Hotters give us both. (Water heaters) Sheet from Electrical merchandising, July 1951, p. 117. © 1Jul51; KK63884.

WHITEHALL PHARMACAL COMPANY ©.

Scientific-wonder formula. Kolynos. (Tooth paste) Sheet from the Dayton daily news. © 1Aug51; KK64977.

The worst bad breath, Kolynos stops best. (Tooth paste) Sheet from the Hartford times. © 1Aug51; KK64978.

WHITLOCK CORPORATION ©.

Whitlock buy-lines. (Locksmithing supplies) Folder.

July-Sept. 1951. Whitlock celebrates its seventeenth anniversary. © 27Jul51; KK64096.

WHITLOCK MANUFACTURING COMPANY.

Whitlock batch type quenching oil cooling system. Sheet. © The Whitlock Manufacturing Co.; 29Jun51; KK64415.

Whitlock refrigeration equipment. Bulletin 140. Folder. © The Whitlock Manufacturing Co.; 6Sep51; KK66866.

Whitlock vacuum fumigation system. Bulletin 135. Sheet. © The Whitlock Manufacturing Co.; 31Oct51; KK67213.

WHITMAN (STEPHEN F.) AND SON, INC. ©.
He remembered. Why don't you? Esther Williams. Whitman's Sampler. (Candy) Sheet from the Saturday evening post, Sept. 15, 1951. © 15Sep51; KK65620.

Here's how I remember! Why don't you? - Alan Ladd. Whitman's Sampler. (Candy) Sheet from Saturday evening post, June 23, 1951. © 23Jun51; KK63320.

Here's how I remember. Why don't you? Bing Crosby. Whitman's Sampler. (Candy) Sheet from the Saturday evening post, Oct. 13, 1951. © 13Oct51; KK67783.

Here's how I remember. Why don't you? Jimmy Stewart. Whitman's Sampler. (Candy) Sheet from the Saturday evening post, Aug. 18, 1951. © 18Aug51; KK65619.

Mademoiselle confections. Whitman's chocolates. Label. © 12Feb51; KK63810.

Whitman's chocolates. All soft centers, chocolate covered. Label. © 3May51; KK63811.

Whitman's Sampler. Created for you, from the world's finest in fruits and nuts and flavors. (Candy) Sheet from the Saturday evening post, Nov. 10, 1951. © 10Nov51; KK67784.

A woman never forgets the man who remembers. Jeanne Crain. Whitman's Sampler. (Candy) Sheet from the Saturday evening post, July 21, 1951. © 21Jul51; KK65621.

WIEGAND (HENRY) CORPORATION.
Raimann automatic veneer patching machine. Folder. © Henry Wiegand Corp. (in notice: Wiegand Corp.); 30Jun50; KK66720.

Raimann Not-A-Knot plugging machine. Bores and plugs twelve knots a minute. Folder. © Henry Wiegand Corp. (in notice: Wiegand Corp.); 30Jun50; KK66721.

WIEGAND Corporation. SEE Wiegand (Henry) Corporation.

WIESEN (MAX) AND SONS COMPANY, INC. ©.
The July Rite-Fit dress-of-the-month. White icing. Sheet from Good housekeeping, July 1950, p. 181. © 20Jul50 (in notice: 1949); KK64470.

WILCO COMPANY ©.
Van's 15 minute car-wash. Faster, cleaner, easier. Label. © 15Jul51; KK66410.

Wilco lustre wash. Washes cars in half the time. Label. © 15Jul51; KK66411.

Wilco windshield cleaner with film dissolving, M-4000. Label. © 7Sep51; KK65426.

WILCO COMPANY. Service Station Supply Division.
Service Station Supply merchandiser. © Wilco Co. (in notice: S.S.S.)
Sept. 1951. 8 p. © 1Sep51; KK65340.
Oct. 1951. 8 p. © 1Oct51; KK66635.

WILDER-RICH COMPANY ©.
Over the top with your ad where millions see it. Wilder-Rich Kleen-Stik bumper signs ... Day-Glo. Folder. © 29Sep51; KK66140.

WILKINS, James Edward.
Blue Ribbon buys of the week in Hopkinsville. KK68086. SEE Underwood, Ralph Edward.

WILKINS COMPANY, INC.
Greatest advance in eye safety. K-Lens-M. (Lens cleaning equipment) Sheet from Safety maintenance and production, June 1951, p. 12. © The Wilkins Co., inc.; 1Jun51; KK63193.

WILLARD RUBBER PRODUCTS COMPANY ©.
Clear view Peakerchief. Peak of protection. Protects you in the rain. (Plastic kerchief) Label. © 1Nov51; KK67259.

Rain bonnet. Clear vision peak. Protects you, your hair-do. (Plastic kerchief) Label. © 1Nov51; KK67258.

WILLARD STORAGE BATTERY COMPANY ©.
Couldn't be hotter news than the news about this frozen-in-ice battery. (Storage battery) Card. © 31Aug51; KK65383.

Installs a new Willard W-1-80 battery. Poster. © 18Jul51; KK64848.

New batteries, new power, new proof. Willard. Folder. © 10Sep51; KK67200.

Some pointers for using this poster set. Willard. (Storage batteries) Sheet. © 18Jul51; KK64847.

WILLSON PRODUCTS, INC. ©.
Which dog would you rather follow? Wear your safety goggles. Poster. © 30Jul51; KK65253.

WILSON-BRADFIELD COMPANY ©.
E-Z toilet seat lifter, modern and sanitary, $1.35. Sheet. © 3Jul51; KK63815.

WILSON PRODUCTS, INC. ©.
Rubber-Tipped. (Bob pins) Label. © 27Aug51; KK64907.

WILSON'S.
No buck passing at Wilson's. You will only buy one television to suit all your family's needs. RCA-Victor. Sheet from the Gary post-tribune, Gary, Ind., May 15, 1951, p. 6. © Wilson's Electric Appliance Co., d.b.a. Wilson's; 15May51; KK68617.

WILSON'S Electric Appliance Company, d.b.a. Wilson's. SEE Wilson's.

WINER MANUFACTURING COMPANY, INC. ©.
Colorful Twinsulation. Weightless warmth in wind, rain, snow ... Stratojac. (Coats) Sheet from Esquire, Nov. 1951, p. 133. © 10Oct51; KK66390.

Stratojac Twinsulation for 20 o/o more warmth. Alive with color, too. (Coats) Sheet from Esquire, Nov. 1951, p. 34. © 10Oct50; KK66391.

WINSTON (HARRY) INC. ©.
The court of jewels. (Diamonds) Pamphlet. © 15Aug51; KK66450.

A visit thru the House of Winston. (Diamonds) Pamphlet. © 15Aug51; KK66520.

WINTER SEAL CORPORATION ©.
Announcing Winter Seal Alum-a-Slide. Combination storm window with aluminum sash slide. Folder. © 5Nov51; KK67458.

WINTHROP-STEARNS, INC. ©.
Dependable nasal ventilation and sinus drainage. Neo-Synephrine. Folder. © 30Oct51; KK67707.

For speedy restoration of strength ... Essenamine; proteins without bulk. Folder. © 25Oct51; KK67487.

Nasal obstruction and headache quickly relieved. Neo-Synephrine hydrochloride. (Pharmaceutical) Folder. © 10Oct51; KK66655.

WISCONSIN NATIONAL LIFE INSURANCE COMPANY ©.
You bet your bank account. See how close you can come to the answers. (Health and accident insurance) Folder. © 4Jun51; KK64245.

WISE (WILLIAM H.) AND COMPANY, INC. ©.
Again Wise shows how to save hundreds of dollars with the aid of the Wise electrical handyman. (Book) Sheet. © 6Mar51; KK67349.

At last. A one-stop reference book for the home handyman. Practical handyman's encyclopedia. Sheet. © 14Aug51; KK67347.

The awe-inspiring dramatic stories of the making of America. (Books) Folder. © 13Aug51; KK64999.

A beautiful memorial to America's poet laureate - the treasures that enriched his life. Edwin Markham's own anthology of the world's best poems. (Books) Sheet from New York times magazine, Feb. 25, 1951. © 25Feb51 (in notice: 1950); KK63373.

Dress up your home or apartment, basement to attic, inside and outside. Home painting and decorating. (Book) Sheet. © 7May51; KK67343.

Free. Valuable landscaping book adds hundreds of dollars to value of your home. Landscaping the small home. (Book) Folder. © 14Sep51; KK67345.

It's fun to build your own home utility furniture for every room in your house and outdoors, too. The Wise practical home furniture builder. (Book) Sheet. © 25Sep51; KK67346.

Join thousands of amateurs who find masonry profitable hobby. Wise handbook of masonry and waterproofing. Sheet. © 27Sep51; KK67350.

Just out. From A to Z, the most complete information on the sport of fishing ... The Wise fishermen's encyclopedia. (Book) Sheet. © 2May51; KK67344.

Ready now. Amazing educational development to meet urgent needs for mathematically trained men ... Practical mathematics. (Book) Sheet. © 9Sep51; KK67348.

Save up to $10.00 an hour on plumbing repairs, hundreds of dollars on installations. Wise handbook of home plumbing. Sheet. © 10Oct51; KK67351.

WONDER KLIP SALES CORPORATION ©.
The most sensational advance in barbering. Wonder Klip. (Hair clippers and comb) Sheet. © 15Sep51 (in notice: 1950); KK66889.

WONG, Robert, and Percy W. Loy, d.b.a. Kubla Khan Food Company. SEE Kubla Khan Food Company.

WOOD WINDOW PROGRAM ©.
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